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BROADCASTING TELECASTING

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Starts on Page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

Like babies go for rattles

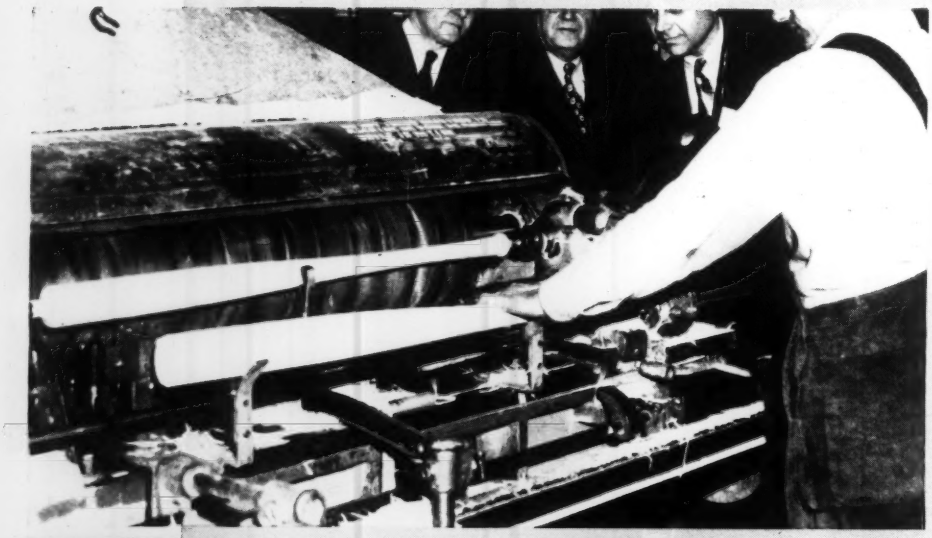
Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

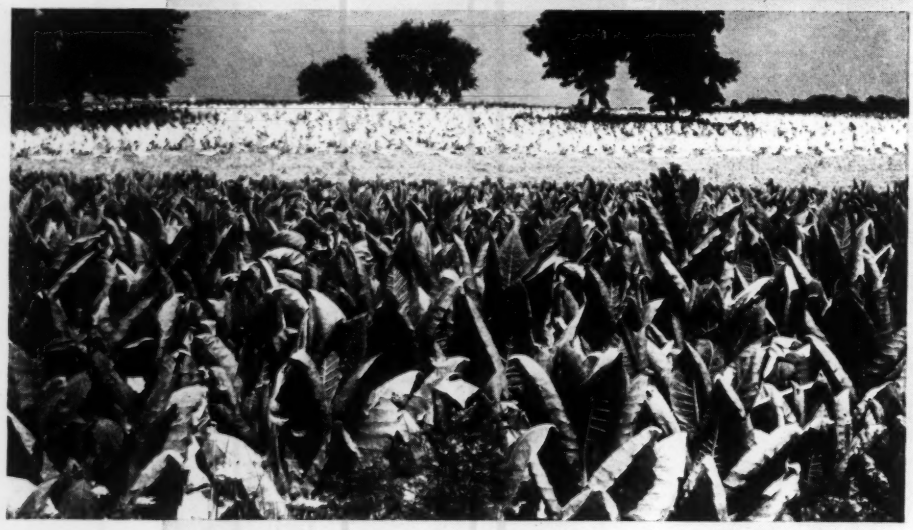
W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's GROWTH...





Bats and Burley

Everybody knows of famous "Louisville Slugger" bats, made in the world's largest bat factory at Louisville. Bats and other diversified wood products (furniture NOT included) rank fourth in importance among all Kentucky industries. Wood products sales in 1951 totalled $105,000,000, an increase over 1939 of more than 438%.

Equally famous is Kentucky's burley tobacco. The 1951 tobacco income was 222 million dollars, representing a gain of over 300% in 12 years. Kentucky leads the nation in farm income gains.

Go where there's GROWTH..

GO WHAS! No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director

Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco

XUM

your new

Here is the first issue of your new **BROADCASTING • TELECASTING.** It is restyled from cover to cover. There are no gimmicks or frills. News content isn't curtailed; in fact, coverage is expanded feature-wise.

We had no concerted subscriber demand for a change. We undertook the job to give you a better, easier-to-read paper. This is in recognition of the changing times and the rapid growth of the fields we serve.

1st issue, Oct. 15, 1931

People are busier. There are more of them in this business of radio and television broadcasting on both sides of the rate card. More people do more things and make more news. Good housekeeping and prudent management dictate that this news should be presented in orderly fashion.

As you thumb through this issue, you'll detect a new body-type face. It is Times Roman. It was selected because it provides maximum clarity with no boost in size. It is as new as the transistor.

There are three columns instead of four on the news pages. The headlines are more meaningful. Every "lead" story is highlighted in a blurb which gives you the substance in a twinkling. There are no "jumps"—each story reads through to completion.

The book is side-stitched, utilizing ingenious new automatic binding equipment installed by our printers, the National Publishing Co., here in Washington.

The stock is heavier and whiter.

These are the mechanical changes, which keep abreast of the most modern techniques of the graphic arts.

Feb. 15, 1933

Editorially, the newsmagazine is departmentalized, except for lead stories. You will find the same kind of news in the same relative position each week. The index on Page 12 is your infallible guide.

There is the new fully-integrated Feature section beginning on Page 75. Here are the "How To" articles; stories on successful campaigns; by-lines by people who have something to say; pieces on good business practices; new ideas.

(The new mechanical production process will make it possible to get reprints with little or no time lag. Overall production will be faster.)

Physically, this issue is a far cry from Vol. 1, No. 1, published on Oct. 15, 1931, at the bottom of the depression. We were a semi-monthly then, and our average issue ran 48 pages. (Now the average, without YEARBOOKS or the MARKETBOOK, runs 100 pages per week.) Then our staff totaled six as compared with today's 60. Radio's gross volume was $60 million. The 1952 figure, for radio and television, will eclipse $1 billion.

Nov. 26, 1945

In founding "BROADCASTING, the News Magazine of the Fifth Estate," our aspiration was to make it the written voice of the spoken medium. Our principal aim was to fend off the thrusts of the Government ownership advocates, who had succeeded in enslaving radio almost everywhere else in the world. The success of the broadcast media was to be our success.

Today, our constant duty is precisely what it was then but with frontiers unlimited. We try to keep our readers the best informed in any art, profession or industry. Editorially, we call our shots as we see them.

We are mindful of our responsibilities and of your trust in us. You radio and television broadcasters, advertisers, agencies, engineers, artists, writers, producers, directors, manufacturers, syndicators, suppliers—and, indeed, Government in good times and bad—have created and developed these magnificent arts. We have been privileged to report this running story over these past 22 eventful years—the greatest success story of them all.

With this restyled newsmagazine we do not alter our editorial policy, philosophy or objectives. We have simply undertaken to give you a better paper. There are rough spots mechanically, which will be sandpapered and burnished as we hit our stride.

Editorially it's unchanged. The same excellent staff is producing it. We like it.

We hope you agree.

Sol Taishoff

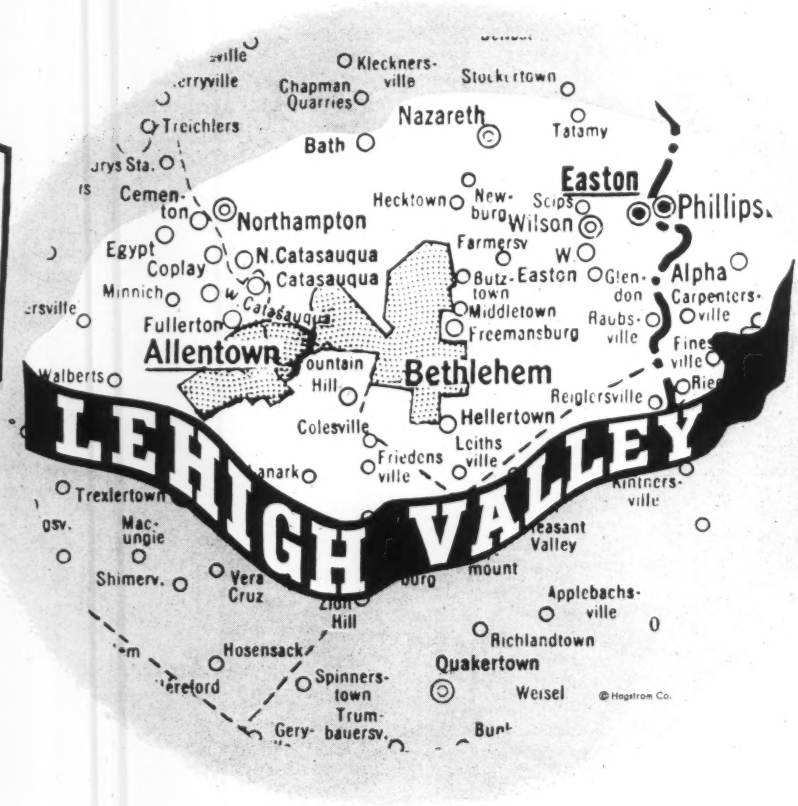
XUM

Newest profit opportunity in television...

WLEV-TV

Bethlehem, Pa.
Allentown • Easton

the only single medium reaching the entire...



WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. Its market is long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

NBC .TV • Affiliate

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

closed circuit®

REUNION of old Mutual team of Frank White and William H. Fineshriber Jr. at NBC, where Mr. White assumed presidency Jan. 2, is in immediate offing. Mr. Fineshriber, executive vice president of MBS, reportedly is resigning to join NBC about end of February as vice president and general manager of radio and television networks, reporting to John K. Herbert, vice president in charge of radio-TV networks. Vice president-general manager post was kept open when Mr. White left it to become president.

★ ★ ★

IMMINENT departure of William H. Fineshriber as executive vice president of MBS to join NBC, may mean Thomas F. O'Neil, MBS chairman and president, will take over immediate operating duties of network. His righthand bower in MBS and WOR-AM-TV operations is Glenn Taylor, vice president of General Teleradio, MBS-WOR-Yankee-Don Lee parent company, and former General Tire executive.

★ ★ ★

MOURNFUL predictions that expansion of TV station coverage across country will soon reach proportions beyond ability of advertising to support are not being taken as seriously as in former months. Market researchers point to increased advertising expenditures paralleling growth in national income, predict that further rises in years immediately ahead will be enough to support TV on full national scale without need to siphon funds from other media.

★ ★ ★

MORE AND MORE reports of out-and-out blackmail in filing of TV applications are being heard in Washington. It works this way: Formidable applicant is all alone on channel. New company is formed and files what amounts to strike application. Word gets to qualified applicant that business can be done and payoff is asked for either in cash or in stock interest. FCC is aware of this but apparently doesn't know what to do about it. (See editorial, page 122.)

★ ★ ★

THERE MAY be veritable snowstorm of opinions in ABC-United Paramount merger decision by FCC but with five or possibly six of seven members reaching same conclusion (approval on all counts) but via different routes. Because case breaks down into half-dozen different components, it's likely that several members may not see eye-to-eye on same problem. But so far as is indicated, only Comr. Hennock will be all-out dissenter.

★ ★ ★

THERE WON'T BE decision by FCC on ABC-UPT until week of Jan. 26 at earliest. That's because Comr. Hennock, in serving notice to FCC of her intention to dissent, asked for three weeks from Jan. 5 oral argument to prepare her views. Miss Hennock expected to take off against merger as one that ties together Paramount and DuMont, as well as ABC and UPT, and also Paramount's half-ownership of Telemeter (pay as you go) and Chromatic Labs. (Lawrence color tube). She lumps in DuMont's three TV stations with ABC's five and Paramount's KTLA, arriving at nine stations—as in same orbit, thereby in violation of the five-station limit. Most, if not all, of her colleagues disagree.

★ ★ ★

PRELIMINARY results of first installation of automatic AM remote control operation equipment (no engineers at transmitter) under FCC experimental grant are reported most encouraging. Equipment has been installed by KEAR San Mateo, San Francisco Bay area, operating on 1550 kc. If experiments develop as predicted, significant aid will be afforded many small stations and way will be opened also for larger ones under emergency conditions with automatic equipment.

★ ★ ★

STATION representatives wish radio station operators would make up their minds promptly whether or not to adopt single day-night rate. They report agency time-buyers reluctant to sign contracts at present rates so long as there is chance they will be lowered, fear decision may be postponed until advertising appropriations have been allocated to other media with rates currently more stable.

★ ★ ★

SIGNS appearing around networks that crackdown tactics will replace wrist-slapping if ad-libbing comedians insist on interjecting impromptu and off-color remarks despite firm bans.

★ ★ ★

MINDFUL of precedent set by Baltimore's broadcasters during strike that closed schools in that city [B•T, Jan. 12], New York TV and radio station operators Friday were planning to preempt daytime hours and make them available to Superintendent of Schools Jansen and his staff should threatened strike of building maintenance personnel force shut-down of New York schools.

★ ★ ★

ALL-RADIO Affiliates Committee, formed in heat of first impending round of network radio rate cuts two years ago, will meet at Clearwater on Feb. 7, immediately after NARTB board sessions, to ponder its fate and, depending on that decision, consider possible lines of future activity. Industry-wide meeting of affiliates who formed and supported committee is expected in conjunction with NARTB's Los Angeles convention, with Committee Chairman Paul W. Morency, WTIC Hartford, insisting this time he will make good his determination—expressed year ago but overruled by affiliates—to step down from chairmanship due to press of other business.

IN THIS ISSUE

LEAD STORY

Will the Republican administration clean house at the FCC? The answer probably will come this week. If it's to be a thorough shake-up, chances are a new chairman will be brought in from outside. If the change is to be less drastic, Vice Chairman Hyde may be moved up. *Page 27.*

ADVERTISERS & AGENCIES

A dozen advertisers are buying spot schedules for spring, and two others are about ready with their plans. *Page 30.*

Blatt's department store, Atlantic City, reports the latest results of its change from newspapers to radio as a basic advertising medium. The record: bigger sales, more out-of-town customers and a 22% increase in charge accounts. *Page 28.*

FACTS & FIGURES

More than 20% of the paid political time on TV networks during the 1952 campaign was broadcast in the last three days before the election. *Page 32.*

INAUGURAL

Radio-TV coverage of tomorrow's Inauguration of Dwight D. Eisenhower will carry the proceedings to more people than have seen all other Inaugurations combined. Oath and Inaugural address will be sustaining coverage, but broadcasts of other events will be sponsored. *Page 37.*

GOVERNMENT

FCC grants 11 TV stations, to make a total of 197 authorizations issued since the freeze was lifted. About 700 applications await processing. *Page 42.*

EQUIPMENT

Compatable color TV system specifications are approved by the National Television Systems Committee. But before the group of representatives of leading manufacturers applies for FCC approval, perhaps three or four months of field testing must be done. *Page 72.*

FEATURES

Feature Section begins on *Page 75.*

The case for live television. *Page 77.*

Antell's pitch on radio and television. *Page 80.*

How to expand and improve the use of television by department stores. *Page 84.*

UPCOMING

Jan. 22-24: Canadian Broadcasting Corp. Board of Governors, Ottawa, Canada.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC, Washington.

(Other Upcomings, see "For the Record")

XUM

WATCHES, WATCHES AND MORE WATCHES!

IMAGINE! OVER

$2,500.00

WORTH OF 17-JEWEL CURVEX WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

FREE!

XUM

HIS!
The Most Exciting
GIVE-AWAY DEAL
Ever to Hit Radio!
You get a
★ STAR-STUDDED SHOWCASE
of musical entertainment!
Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.
You get all the elements for a
★ SMASHING SALES-SUCCESS!
Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.
You get
★ MORE SALES—MORE PROFITS!
as the No. 1 advertiser in your market!
AMERICA'S NO. 1 FAVORITE!
THE GUY Lombardo SHOW
"The Sweetest Music This Side Of Heaven"
THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

The Purpose of Advertising
is to get

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers —and that midwest people *buy* the products they hear about on WLS. Listener loyalty produces advertising results.

Bristol-Myers	9 yrs.	Pioneer Hibred Co.	16 yrs.	Colgate-Palmolive-Peet	10 yrs.
Ralston-Purina	12 yrs.	Chrysler Corp.	8 yrs.	Vick Chemical Co.	14 yrs.
Allied Mills	14 yrs.	Oshkosh Overall Co.	16 yrs.	Murphy Products Co.	21 yrs.
Block Drugs	9 yrs.	Procter & Gamble	16 yrs.	Groves Laboratories	10 yrs.
Campbell Cereal Co.	23 yrs.	Carter Medicine Co.	15 yrs.	Sterling Drug	9 yrs.
Consolidated Products	12 yrs.	Flex-O-Glass	16 yrs.	Keystone Steel & Wire Co.	21 yrs.
Phillips Petroleum	9 yrs.	Lever Bros.	8 yrs.	Metropolitan Life Ins.	8 yrs.
General Foods	9 yrs.	Hulman & Co.	13 yrs.		
Standard Brands	7 yrs.	Little Crow Milling Co.	14 yrs.		

ABC NETWORK
890 KILOCYCLES

50,000 WATTS
CLEAR CHANNEL

WLS
The PRAIRIE FARMER STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

at deadline

ABC Affiliates Urge Action on Decision

CALL for ABC affiliates to urge Senate Interstate and Foreign Commerce Committee members not to permit Congressional hearing to delay ABC-United Paramount Theatres merger decision, sounded by ABC Advisory Committee Chairman Roger W. Clipp (WFIL Philadelphia) in wire to all affiliates Jan. 13, has already brought action.

Quick check of half dozen members of Committee Friday afternoon showed they already had received wires. Among them: Sen. Homer E. Capehart (R-Ind.), two-three wires, letters; Sen. Warren G. Magnuson (D-Wash.), two wires, one letter; Sen. Andrew F. Schoeppel (R-Kan.), ten wires and letters, also one or two long distance telephone calls; Sen. Dwight Griswold (R-Neb.), one telegram.

Mr. Clipp's telegram to all ABC radio affiliates called attention to BROADCASTING • TELECASTING Jan. 12 story on Sen. Charles W. Tobey's intervention, referred to fact application had been before FCC for 19 months. Mr. Clipp also said:

In my judgment, the merger would increase competition within our business and benefit the industry and the public. . . . It seems imperative to me that the membership of the committee understand the consequences that are resulting from the long delay in this decision. Naturally each ABC affiliate will have to decide whether or not it desires to take action, but after reviewing the situation as detailed in the trade press, I feel it my duty as chairman of your Advisory Committee to send you this message.

L'HEUREUX OPEN-MINDED

TREK to office of Robert D. L'Heureux, newly appointed chief counsel of Senate Interstate and Foreign Commerce Committee, has already begun by proponents and opponents of ABC and United Paramount Theatres merger, urging their views on man who will be Sen. Charles W. Tobey's right hand assistant. Mr. L'Heureux, who hails from New Hampshire, same as Sen. Tobey, has already seen several of parties, is open-minded on subject, wants to get full facts so Sen. Tobey can hold hearing quickly.

Tea Council to Spend $1,500,000 on Promotion

U. S. TEA industry and three major tea-producing countries—India, Ceylon and Indonesia—agreed to spend $1,500,000 annually to promote sale of tea here. Tea-producing countries and industry will be partners in non-profit corporation to be called Tea Council of United States of America, replacing former Tea Council. First chairman will be Robert B. Smallwood, president of Thomas J. Lipton. Tea council has used radio-TV spot campaigns in fall and spring (see story page 30 on Cuba sugar spot radio drive).

SPRAGUE AIR FORCE UNDER SECRETARY

ROBERT C. SPRAGUE, president of Sprague Electric Co., North Adams, Mass., and former head of Radio - Television Mfrs. Assn., will be named Under Secretary of Air Force, it was confirmed Friday at President-Elect Eisenhower's New York headquarters.

MR. SPRAGUE

Appointment of Robert W. Burgess, former economist and actuary of Western Electric Co., as Director of Census, succeeding Roy V. Peel, was announced Friday.

Mr. Sprague, 65, is graduate of U. S. Naval Academy. He served with Navy until 1928 when he retired and founded company he heads. As Air Force Under Secretary, he will succeed Roswell L. Gilpatric, New York attorney.

Mr. Sprague brings to his new military post extensive experience in connection with tooling up of electronics industry for defense program, development of new material and conservation of scarce metals. He has been in close touch with Pentagon and has been key factor in connection with electronics gear used in modern military planes.

Active for years in RTMA affairs, he was elected president in 1950, serving as both president and board chairman until Glen McDaniel assumed presidency in 1951. He continued as board chairman until election of A. D. Plamondon Jr., Indiana Steel Products Co., in 1952 as both president and chairman.

Besides sponsoring and organizing Joint Electronics Industry Committee to serve as advisory liaison with military, he was member of many groups working with government. His parts manufacturing enterprise is one of most successful in electronics field.

Mr. Burgess, 65, is closely familiar with Census Bureau functioning. He has served in advisory capacity with the Bureau of Labor Statistics and is nationally known as authority on business techniques, economics and statistical methodology. He had served with Western Electric 28 years before retiring last July. Director Peel has been on leave from U. of Indiana, where he is member of faculty.

• BUSINESS BRIEFLY

BOSCO TO APPOINT ● Bosco Co., New York (flavored drink), TV advertiser now handled by Robert Orr & Assoc., expected to appoint Ruthrauff & Ryan, New York, as its advertising agency, effective shortly.

FORD PLANS ● Frederick Lewis Allen and his wife, Agnes Rogers, will write and Leland Hayward will produce Ford Motor Co.'s two-hour, two-network television anniversary program in June.

13-WEEK RADIO-TV ● Penick & Ford Ltd., New York (My-T-Fine desserts), is planning spot campaign in 30 radio markets and about 18 television markets, effective mid-February for 13 weeks.

P & G PLACING ● Procter & Gamble, Cincinnati, for Ivory Flakes, placing 52-week spot announcement radio campaign in scattered list of markets. Agency is Compton Adv., N. Y.

EARLY MORNING RADIO ● Sinclair Refining Co., New York, scheduling early-morning radio spot announcement campaign to start early in March and run through end of year. Agency is Morey, Humm & Johnstone, N. Y.

CHICLE BACK ● American Chicle Co., New York, on behalf of its Dentyne chewing gum is returning to radio with spot campaign which Dancer-Fitzgerald-Sample, N. Y., is placing effective Feb. 9 until early June.

ONE-MINUTE RADIO ● Virginia Dare Wine, N. Y., through David Mahoney, N. Y., buying one-minute radio spots in and around programs that appeal to male audiences, starting Feb. 9 in scattered 75 markets.

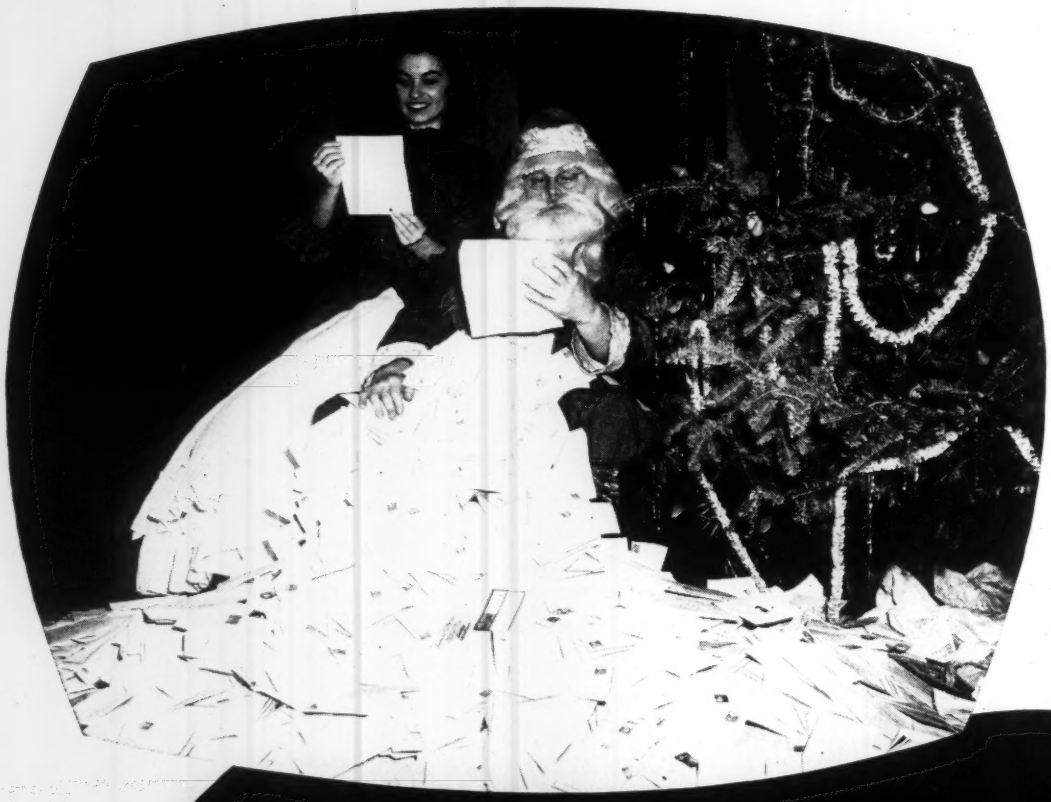
WYATT & SCHUEBEL NAMED ● Langlin, Wilson, Baxter & Persons, of Houston, to appoint Wyatt & Schuebel, N. Y., as its television and radio department, effective immediately.

GENERAL FOODS BUYS ● General Foods Corp., New York (Post Toasties, Calumet), starting *Robert Q. Lewis Little Show* on CBS Radio, Mon.-Fri., 4-4:05 p.m. EST beginning Jan. 21. General Foods, for same products, also signed for sponsorship of *Rocky Jordan* on Columbia Pacific Radio Network, Fri. 6-6:30 p.m., PST, starting Jan. 23. Agency: Foote, Cone & Belding, N. Y.

Stender, Lewis VPs

H. GILBERT STENDER and William H. Lewis Jr. elected vice presidents of Benton & Bowles, New York. Mr. Stender has been with agency since 1934, Mr. Lewis since 1951.

XUM



Santa was snowed under in sunny WAGA-land . . .

The 56 darker counties outside of Metropolitan Atlanta (Fulton, DeKalb and Cobb counties) accounted for 38% of the total response. In each of those counties the ratio of mail to population was at least 20% of the ratio for Metropolitan Atlanta, which accounted for 7,158 or 53% of the total response. White counties account for 9% of the total response.

13,624 LETTERS IN 19 DAYS!

Maybe it was Miss Atlanta, Santa's helper, or the old chap himself, played by our own Tom Doster—or the chance of having him read their letters on WAGA-TV that caused an average of 717 kids a day to write. But the fact is: this 15-minute show, Monday through Friday at 6:15, pulled a total of 13,624 responses from 133 counties in 5 states between November 28 and December 24.

For audience . . . for coverage . . . for results . . . let WAGA-TV play Santa Claus to your sales program every day in the year.

waga-tv

CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented Nationally by the Katz Agency, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

Ford Grant Earmarked For Chicago Educational TV

FORD FOUNDATION has promised $150,000 to buy transmitting equipment for non-commercial, educational TV station in Chicago. That, plus $175,000 already budgeted by Chicago Board of Education for studios and facilities, may be enough to put station on air. Biggest problem yet unsolved is how to finance operations. Plan is to solicit contributions from public, business concerns and philanthropic foundations.

Non-profit corporation which would build and operate station on reserved Ch. 11 is expected to be incorporated soon with cooperative participation of 11 organizations, including schools and cultural groups. One condition of Ford grant: Title to equipment bought with $150,000 grant would remain in foundation's name for at least five years.

KTLA Request Refused

REQUEST of KTLA (TV) Los Angeles that FCC "take such action as it deems necessary" to permit KTLA (TV) to simultaneously rebroadcast Presidential Inauguration coverage on local NBC, CBS and ABC owned TV outlets, was turned down by Commission Friday. In telegram to Klaus Landsberg, vice president of Paramount Television Productions Inc., KTLA (TV) licensee, FCC said Commission "has considered your complaint and the responses [of the networks] and does not find that any action is warranted."

Mr. Landsberg's complaint, dated Jan. 7, told Commission his rebroadcast request was refused by NBC and other networks had not replied. KTLA (TV) offered to share line and microwave charges for event, explaining no facilities were available for its own use. Copy was sent to Rep. Harry R. Sheppard (D-Calif.). Networks, in reply to FCC inquiry, explained refusal did not deprive anyone of service while ABC-TV observed grant of request would cause "wasteful duplication and loss of audience for KECA-TV to the detriment of those making possible the wide dissemination of this program."

DuMont Billings Up

DuMONT TV network had gross billings of $10,531,839 for 1952, increase of 35.6% over 1951 gross, Chris J. Witting, director and general manager, announced Friday. Food advertisers accounted for largest billings, aggregating $2,756,901, with drug advertisers second with $2,073,547, followed by beverage sponsors, $992,614; appliance advertisers, $905,134; tobacco clients, $903,810.

General Foods Corp. was top DuMont client in 1952, followed by Drug Store Television Productions, Larus & Brother Co., Curtis Publishing Co., Wine Corp. of America, Serutan Co., American Chicle Co., Mennen Co., Admiral Television Corp., International Shoe Co. Ranking agencies placing business with DuMont last year were: Benton & Bowles, Product Adv. Corp., Warwick & Legler, BBDO, Weiss & Geller, Franklin Bruck Adv. Corp., Lennen & Newell, Dancer-Fitzgerald-Sample, Kenyon & Eckhardt, N. W. Ayer & Son.

KIEVE TO GOP POST

ROBERT S. KIEVE, copywriter at CBS Television, named special assistant to Emmet J. Hughes, administrative assistant to President-elect Dwight D. Eisenhower. With CBS and CBS-TV since 1950, Mr. Kieve served under Mr. Hughes at U. S. Embassy in Madrid from 1943 to 1947, was program director of WGVA Geneva, N. Y., 1947-1950.

KOB Hearing Set

HEARING on extension of special service authorization of KOB Albuquerque, N. M., for operation on 770 kc, scheduled Jan. 26 before Examiner James Cunningham, has been postponed to Feb. 11, FCC reported Friday. Examiner denied petition of WBZ Boston for continuance until April 1.

5 New Applicants

LATE last week five more applicants filed for new television stations at FCC (earlier applications, page 116). They were:

Fort Smith, Ark.—Razorback Television Co., vhf Ch. 5; ERP 33 kw visual, antenna height above average terrain 398 ft. Construction cost $280,450, annual operating cost $146,600, revenue $168,000. Owner of applicant is Burnett Estes, owner of Shaw & Estes (general contractors), Dallas.

Boston, Mass. — Greater Boston Television Corp., vhf Ch. 5; ERP 100 kw visual, antenna height above average terrain 508 ft. Cost $458,000, operating cost $600,000, revenue $700,000. Stockholders include Joseph A. Dunn (4.76%), president of WORL Boston, Richard Maguire (4.76%), 10% owner of WORL, and 19 other 4.76% stockholders, all Bostonians.

Poland Springs, Me.—Mt. Washington TV Inc., vhf Ch. 8; ERP 106 kw visual, antenna height above average terrain 3,817 ft. Cost $450,000, operating cost $400,000, revenue $450,000. Stockholders include Horace Hildreth (35.2%), 50% owner WABI-AM-TV Bangor, Me., and president of Bucknell U., Lewisburg, Pa.; John W. Guider (11.8%), 99% owner of WMOU-AM-FM Berlin, N. H., and president of Hill Building Corp., Washington, D. C.; WTVL Waterville, Me. (11.8%), Granite State Network (WKBR-AM-FM), Manchester, N. H. (6%), and Tyrone Corp. (investments) (35.2%), Pittsburgh.

Trenton, N. J.—Peoples Bcstg. Corp., uhf Ch. 41; ERP 18.45 kw visual, antenna height above average terrain 385 ft. Applicant is licensee of WTTM Trenton, N. J., WOL-AM-FM Washington and WRFD Worthington, Ohio.

Beloit, Wis.—Beloit Bcstg. Co., uhf Ch. 57; ERP 20.82 kw visual, antenna height above average terrain 235 ft. Cost $216,000, operating cost $142,000, revenue $178,000. Applicant is licensee of WGEZ Beloit.

NEW 18 LB. CAMERA

"REVOLUTIONARY" new TV camera, weighing 18 pounds and incorporating features — including pictures of equivalent quality — of 351-pound standard field camera chain to be used by ABC-TV in Inauguration coverage Tuesday, network announced late Friday. It sends pictures by shortwave and is first camera to be used which does not employ cable, ABC said. Called "Peek-a-View," it was made available to ABC by Dage Electronic Corp., Beach Grove, Ind.

PEOPLE

CALEB COFFIN, 44, advertising manager and director of public relations for E. R. Squibb & Sons Inc., died Thursday in his home in New York after illness of several months. He joined Squibb in 1945 after war-time service with U. S. Air Force, from which he was discharged as lieutenant. He had served previously as account executive with John Price Jones, fund raising organization.

DAVID R. FENWICK, Los Angeles account executive for Calkins & Holden, Carlock, McClinton & Smith, New York, has been elected member of Presidents Associates of Occidental College.

LEON MEADOW, Ted Bates & Co., N. Y., to Harry B. Cohen Adv., same city, as writer.

EDGAR KOBAK, owner of WTWA Thomson, Ga., business consultant and president, Advertising Research Foundation, will be keynote speaker at all-day meeting of New York chapter, American Women in Radio & Television, Jan. 31 at Hotel Astor. His topic: "Of mice and women in broadcasting and telecasting."

JOHN HARGREAVES, 30, assistant night operations supervisor at NBC, died in fall from his 10th floor apartment in New York Friday when he apparently was overcome by smoke or panic from fire in his home. He joined NBC as page in 1942, and worked in music library before assuming present post.

Paley Urges Sept. 1 Campaign Kickoffs

LARGELY on basis of television's growth, shortening of presidential campaigns by moving national political conventions from July to about Sept. 1 was advocated by William S. Paley, CBS board chairman, in speech prepared for delivery Saturday night. He was to address Poor Richard Club in Philadelphia, which gave him club's gold medal achievement award—his second—for "contribution to the strength of the nation through his service to government."

SAG Settlement Close?

EARLY SETTLEMENT of Screen Actors Guild's strike against producers of TV filmed commercials was viewed as possibility Friday as negotiators ended five straight days of talks in New York. Spokesman for producer hinted progress had been made in negotiations but said he could offer no statement. Parties agreed last week to renew negotiations to settle seven-week-old dispute [B•T, Dec. 12, 1952].

Network to South Bend

NETWORK TV facilities were made available to WSBT-TV South Bend Friday by connecting it to Cleveland-Chicago circuit, AT&T announced. Bell system nationwide TV network now serves 116 stations in 73 cities.

XUM

RADIO
STATION
KFMB
Is
Now
CBS
RADIO
NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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BUREAUS

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Jane Pinkerton, *News Editor.*

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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One will get you twenty thousand in

Big Aggie Land

WNAX's $3.5 Billion Countrypolitan Market

YOUR CLASS A CHAINBREAK on WNAX reaches a potential audience of 20,000 radio homes for $1. The potential approaches actuality because WNAX is heard 3 to 7 times a week in 80% of Big Aggie Land's homes.

One of the reasons for such acceptance is the Farm Service Dept. It airs 53 programs every week; its personnel travel 50,000 miles annually, reporting on all activities of interest to farm listeners. Its Farmstead Improvement Program caused "face-lifting" throughout Big Aggie Land—and earned the approval of just about everybody.

ONE OF THE world's richest agricultural areas, Big Aggie Land is 267 counties in Minnesota, the Dakotas, Nebraska and Iowa—a million radio families with at least two things in common: money to spend ($3½ billion annual retail purchases); and the habit of listening to WNAX (which averages more than 3 times the share-of-audience of any competing station).

As a market, Big Aggie Land is surpassed only by metropolitan NYC and Chicago. One station—and only one—delivers these countrypolitan riches—solidly. That's WNAX, where you belong for economical selling. For proof, check with our national reps, the Katz Agency.

FLASH!

WAVE-TV
OFFERS TOP AVAILABILITY!

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", *at surprisingly low cost!*

FORMAT: A tremendously popular series of topflight *modern* film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller a truly first-class show.

TYPICAL SHOWS: Upcoming features include "WITHOUT HONOR" (1949) with Laraine Day and Franchot Tone; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EYE" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

TIME: Tuesday night at 9:45 — the *perfect* movie-time for televiewers.

CHECK WITH: Free & Peters!

WAVE-TV
FIRST IN KENTUCKY
Channel 5
NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY
FREE & PETERS, Inc.
Exclusive National Representatives

STUDIO ONE

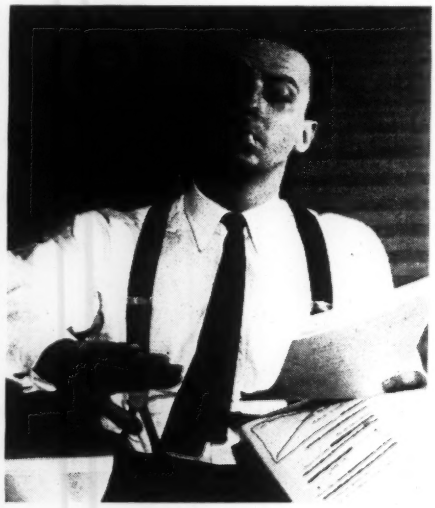
"Studio One"—"The Trial of John Peter Zenger," CBS-TV, Jan.12.
Sponsor: Westinghouse Electric Corp.
Agency: McCann-Erickson Inc.
Producer: Fletcher Markle.
Director: Paul Nickell.
Editorial Supervisor: Vincent O'Connor.
Story: Irve Tunick.
Cast: Eddie Albert, Marion Seldes, Frederic Worlock, Jacques Aubuchon, J. W. Austin, Leslie Barrie, Frank Wilson, Carl Frank, Ian Martin, Murray Matheson, Henry Barnard.

IN THE light of the continuing surveillance against possible encroachments on its hard-won freedoms, it was fitting that the American press recall its indebtedness to a humble German printer in observing National Printing Week.

It also seems peculiarly proper that television—newest member of the communications family and now seeking its own level alongside established printed media—should give added impetus to the recounting of the heroic struggle of John Peter Zenger for freedom of expression.

CBS-TV's revival of this pre-Revolutionary War drama, it should be reported at the outset, was an artistic and technical triumph—one in the highest tradition of its *Studio One* productions.

Within the art form of the television drama, the Westinghouse play unfolded with admirable restraint and luster under the skillful hand of Fletcher Markle, not to ignore for a moment the superb casting. For Mr. Markle it represented a distinct achievement worthy of accolades once accorded Worthington Miner, former *Studio One* producer.



FLETCHER MARKLE
Producer, *Studio One*

Some viewers may have found it difficult to project actor Eddie Albert into the title role, remembering his portrayal in "Brother Rat" and other light-hearted endeavors. But Mr. Albert is equal to the characterization, partly because of the underdog nature of his role and the sterling performances by others in heavier sequences.

The *Studio One* televersion opens prior to Zenger's establishment of the *New York Weekly Journal* (the city's second newspaper), and after his apprenticeship with William Bradford on the *Gazette* in November 1733. There is popular dissatisfaction with the *Gazette*, a virtual government organ, and with Mr. Bradford, who also served as the King's Printer for the Province of New York.

Assisted financially by those opposed to Gov. Cosby, the humble Zenger renounces his early indifference to any thought of launching a popular newspaper in conflict with the ruling power.

The cameras faithfully record Zenger's momentary inner conflict, the urging of backers and the start of the *Weekly Journal*. But it is when the scenes shift to the Governor's quarters that *Studio One's* production blossoms into first-rate drama—thanks to a brilliant portrayal of Cosby by Jacques Aubuchon.

The play unfolds forcefully in these scenes: Zenger's arrest in his printing shop in 1734; his appearance before and denunciation of Gov. Cosby; discussions between the tyrant Cosby and his vain attorney-general, Delancey; the prison scene with Zenger and his wife, and—as the denouement—the persuasive jury speech by Zenger's attorney, Andrew Hamilton (graphically played by Frederic Worlock), who comes out of retirement to handle the case.

Mr. Hamilton methodically refutes the concept that "the greater the truth, the greater the libel" and redefines truth as a justifiable defense, while admitting allegations that the Zenger *Weekly-Journal* was scandalous, malicious and seditious. It is here, and rightfully so, that the camera is trained closeup to best advantage as Hamilton defies a court interpretation of libel and carries Zenger's case to the jury which acquitted him.

It is this reviewer's opinion that *Studio One's* version of the trial—and particularly Mr. Worlock's portrayal—will rank among the high points of television drama, this or any year.

* * *

THE GHOST OF HAMLET

Episode in "One Man's Experience" Mon.-Fri., 11:45 a.m.-noon on DuMont TV Network.
Producer-Director: Lawrence Menkin.
Adaptor: Jay Bennett.
Cast: Jack Manning.

SOONER or later, someone was bound to do "Hamlet" as a daytime serial. The most famous of Shakespeare's tragedies is, when one stops to think about it, an almost perfect model of a soap opera plot.

Here is murder, brother murdered by brother. Here is avarice, the murderer inspired by a longing to inherit his brother's kingdom and by lust (here is sex) for his brother's wife.

Here, most requisite of all, is the bewildered central character, caught in a web of troubles not of his own making, the hapless victim of the "slings and arrows of outrageous fortune." Here is psychiatry, the son seeing his father's ghost, hearing it demand that he avenge his father by murdering his uncle.

Here is plot and double plot, the play within the play to catch the guilty off guard and force a confession, the accidental murder by the hero of his sweetheart's father, driving the sweet young girl to suicide and her brother and lover to fighting over her grave. Only the final scene, where a fencing match is turned to mass murder through the introduction of poisoned foils and poisoned cup, would be avoided or altered to save today's sudsy hero for new adventures.

Even that did not bother Jay Bennett, writer of the TV script "The Ghost of Hamlet" presented five mornings a week, 11:45 a.m. to noon, on the DuMont TV Network. For this presentation was one of a series, each complete in itself, telecast under the generic title of *One Man's Experience*, which can go on forever re-

JACK MANNING
Hamlet in a trench coat

gardless of what happens to any particular set of characters. Normally, each drama runs its course in a single Monday-to-Friday week. For "Hamlet" the time was extended to two weeks.

The basic difference between *One Man's Experience* and other TV serials is that the complete story is presented by a single character, who on a bare stage enacts the central role and narrates the story, an idea of high economic appeal in these days of general complaint over the rising costs of TV production. As produced by Lawrence Menkin, each day's episode opens with a long shot of an actor, trench coated but hatless, crossing the studio against a background of stacked flats, while the announcer proclaims: "From the naked stage of a television studio, an actor comes into your living room."

The actor, Jack Manning, as Hamlet, gave the customary resume of the plot to date, followed by the formal opening title and credits. (The opening commercial would also go there if the program were sponsored.) Then, in slacks, pullover and shirt open at the throat, Hamlet plunged into the day's action, reciting the story in modern English, larded with many pertinent and all the familiar lines from the play itself.

With such a role and with his face in close-up much of the time, Mr. Manning deserves full credit for playing it straight and resisting the temptation to overact. Mr. Bennett also merits high praise for a script which kept the involved plot line intelligible to the lay viewer without unduly offending any Shakespearean students in the audience. Mr. Menkin, too, rates commendation for presenting in the informal manner appropriate to this daytime series a drama usually staged with the full panoply of costumes, scenery and special effects.

But for all that, the fact remains that "Hamlet" was not conceived as a one-man show. Its characters are kings, queens and nobles, whose accustomed background is pageantry and pomp; its plot deals not with common but with royal intrigue; it calls for velvet and ermine and a grand setting, not slacks and a bare stage.

So while Messrs. Menkin, Bennett and Manning are to be complimented on a project that was interesting, challenging and courageous, the outcome could not honestly be called a complete success. It was, however, an experiment well worth undertaking and it is good to learn that DuMont plans to repeat the two-week serial "The Ghost of Hamlet" early in February.

* * *

THE BOB HOPE SHOW

NBC Radio, Mon.-Fri., 11:45-12 Noon EST; Wednesday, 10-10:30 P.M. EST.
Sponsor: General Foods Corp.
Agency: Young & Rubicam Inc.
Star: Bob Hope.
NBC Program Manager: Harry Bubeck.
Producer-Director: Bill Lawrence, morning shows; Jack Hope, evening shows.
Announcer: Bill Goodwin.
Writers: Howard Blake, Freddie Fox, Mort Lachman and Chuck Stewart, on morning shows; Larry Marks and Norman Sullivan on evening shows.

BOB HOPE is a package now, a day and night personality not much different from the character who has been regaling radio audiences for 15 straight years.

As in the Year One of Hope, who started in radio in 1932 and has been on regularly since 1938, he relies heavily on the topical gag, the self-promotional gag, the girl gag, the gag in general, and Bing Crosby.

His daytime programs, a quarter-hour of nonsense heard 11:45-12 noon Monday through Friday on NBC, started in November. His evening show, a half-hour each Wednesday, also on NBC, is linked to the morning series both by contract (an estimated $2 million a year for the package) and by format.

The main difference between the quarter-hour morning show and the half-hour evening show is 15 minutes. Like those that made and kept him a favorite, both sizes are compounded of gags, guests and gags. It's still a pleasant combination, the way he does it.

Day or night, he starts off with the usual staccato-fire of wisecracks. On the morning this reviewer was paying attention, the latest Hope motion picture—"Road to Bali"—was, as seems to be the case more often than not, tossed into the laugh mill and wrung dry, along with the comic's customary concern with taxes: "I wouldn't mention it, except I have a government to support." Then the Crosby jokes: "This is probably our last 'Road' picture—unless Bing gets a new girdle, the next one will have to be a freeway."

And so on.

Both morning and evening shows are transcribed, and many of the longer ones are to be done before military audiences, which certainly are a Hope show's best showcase. Last week it was at Fort Ord, Calif., and the audience was more than obliging. Friend Crosby's appearance as a guest helped, but friend Hope was getting his laughs anyway.

BOB HOPE
Now day and night

ADMIT
JUST ONE FACT!

"local
advertisers know
the Best Buy in
their own Market."

... AND YOU ADMIT
YOUR ADVERTISING
SHOULD INCLUDE KITE!

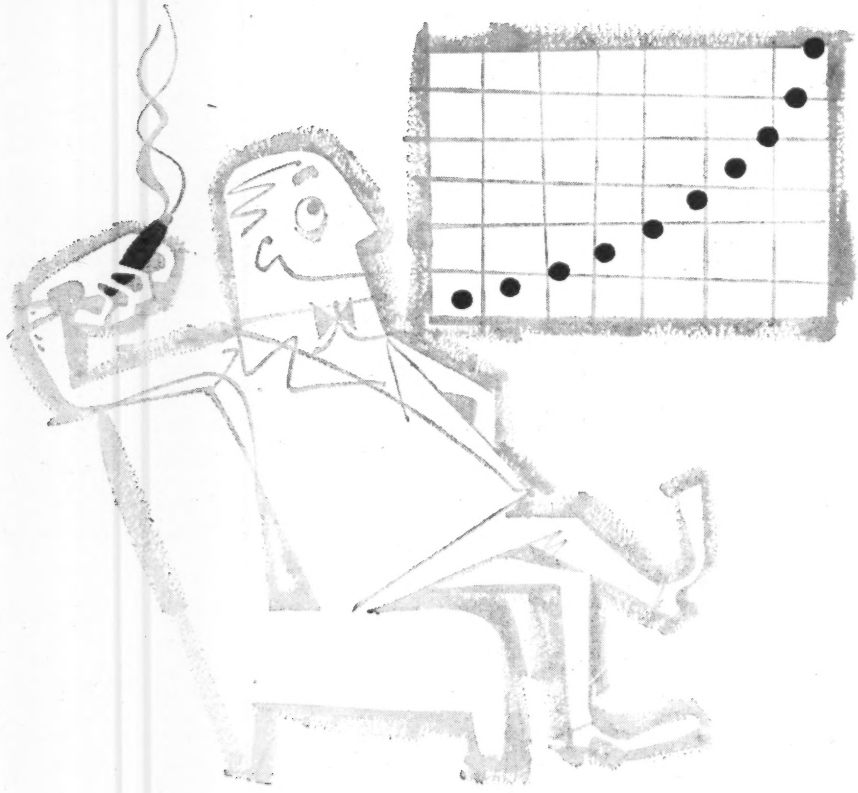
most local
advertisers
buy KITE ...
most local people
listen to KITE

★ FOR INSTANCE:

Local Department
Stores Sponsor More
Programs on Kite
Than any Other
San Antonio
Station ....
Radio or TV

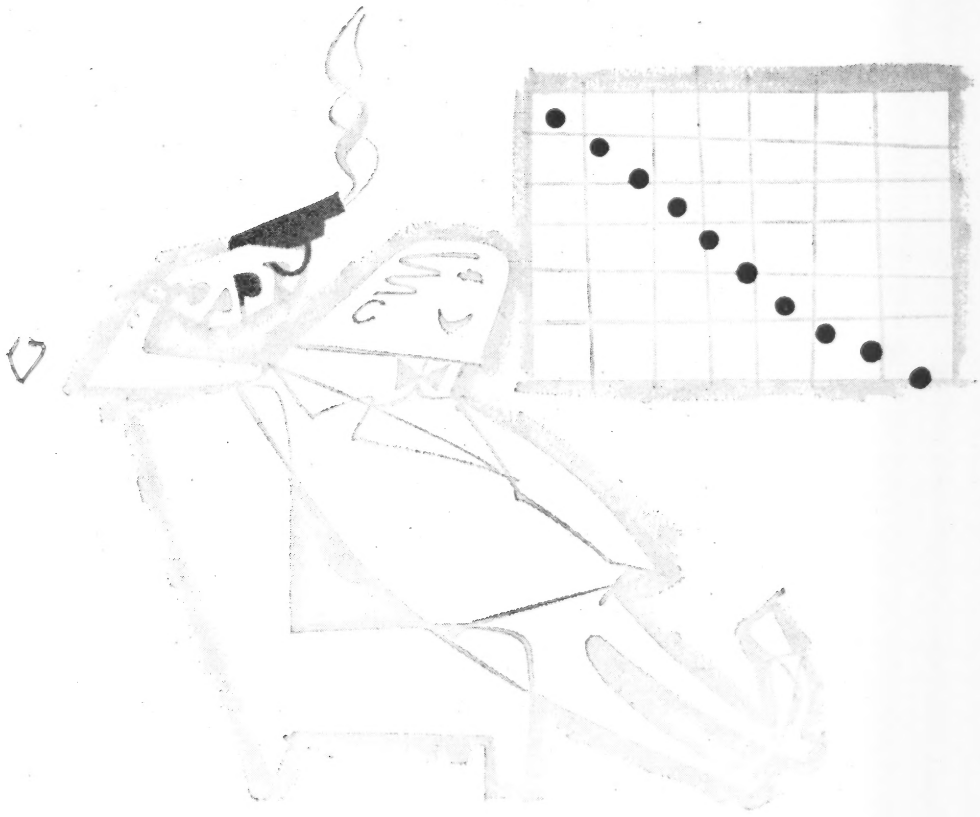
KITE
AM and FM

YOU, TOO,
CAN KITE YOUR
SALES WITH
A KILOWATT
IN
SAN ANTONIO!



some spots are better t

For the best spot, at the right time, at the right plac



r than others

Boom or bust . . . it's all in the way you plot the spots. And it's a story with a happy ending every time you use the television stations represented by NBC Spot Sales.

These stations take a personal interest in making your spot TV advertising a sales success. Their merchandising activity, for instance, has paid off for advertisers in nine leading markets. Direct mail . . . point-of-sale displays . . . on-the-air and newspaper promotions . . . calls on key outlets by local TV personalities . . . all these and more help sales curves climb.

By every measure, spot TV advertising is your best media value today. Just call your NBC Spot Salesman now and you'll be all smiles when you plot the spots on your next sales chart.

representing
TELEVISION STATIONS:

WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*

representing
RADIO STATIONS:

KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

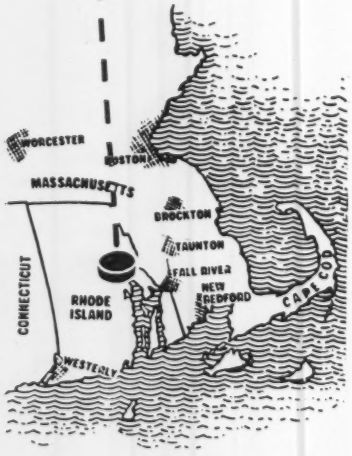
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

XUM

SHOOT FOR YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 253,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 759,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

WJAR-TV PROVIDENCE



Represented Nationally by
Weed Television

our respects

to SIMON GOLDMAN

SEVERAL years ago a youngish-looking speaker, partially hidden behind a huge pair of horn-rimmed glasses, stood on the stage of the Eighth Street Theatre in Chicago. His audience was a group of fellow broadcasters, some of whom must have wondered why this quiet-speaking lad had been selected to tell them how to run their business.

Before Simon (no middle name) Goldman had uttered a half-dozen paragraphs, his NAB convention audience was listening attentively. These veteran broadcasters were told to get off their posteriors and get out on the street where neglected retail dollars were waiting to be plucked. They were told that local industries—even the heavy ones—were good prospects for station business. The speaker even suggested that every program on a station's schedule should be built for sponsorship.

The compelling logic and tireless energy of the WJTN Jamestown, N. Y., general manager, abetted by a genial personality, have carried him to national prominence as member of a number of NARTB (nee NAB) committees. Locally he's prominent, too—so prominent that it would probably take a foot or so of column space just to list the organizations.

Stresses Local Activity

This local activity is part of his business philosophy. Si Goldman contends that every station should give liberally of its time and facilities to local projects. He feels just as strongly that every station executive and employe should be active in civic work. This philosophy obviously pays because WJTN and its manager have long been known far beyond the western New York area as an outstanding example of local station operation.

Si Goldman is strictly a New York Stater. Born in Carthage, N. Y., Jan. 18, 1913, he attended primary and high school in that city. In 1931 he entered Syracuse U., majoring in advertising and adding a radio course under Dean K. G. Bartlett. He was graduated in 1935 *magna cum laude*.

That first taste of radio on the campus led him into the offices of WSYR Syracuse as merchandising manager. A few months later he became sales manager of WJTN and he has been there ever since, aside from a brief turn at WSYR in 1938 and a tour of Army duty during World War II.

WJTN named him general manager in 1940, following a few months later with a vice presidency and directorship. In 1943 he enlisted in the Army, serving in Europe 18 months as a member of the Communications Div. of the 12th Army Group. Returning to Jamestown after 2½ years in the service, he resumed his position as WJTN vice president and general manager.

When the industry's trade association decided to set up a division devoted to small market station activities, Simon Goldman was named a member of the Small Market Stations Executive Committee. That was in 1946. A year later he became its chairman and was active at the special small market station portion of the 1947 NAB convention at Atlantic City.

He was named to the NAB Radio Committee in 1949, becoming its chairman in 1950. Last autumn he was elected secretary of Broadcast Advertising Bureau. He is a member of BAB's Executive Committee.

Saluted at Syracuse Sessions

Syracuse U. honored Mr. Goldman in 1949 by selecting him from a field of 500 alumni for "outstanding work in the management field of radio." This citation was awarded on the first annual Radio Journalism Day of the university.

The list of Si Goldman's activities starts with the Community Chest, of which he is vice president. He has headed various divisions and groups of the chest for many years. He is chairman of the Business Development Commission of the Jamestown Chamber of Commerce and is a board member of the local YMCA, Jamestown Girls Club and Chautauqua County Fair Assn.

Other affiliations, many in an official capacity, include Jamestown Advertising & Sales Club, Red Cross, Kiwanis Club, and director and past president of Little Theatre of Jamestown. An enthusiastic golfer, he belongs to Moon Brook Country Club and last summer attained a lifelong dream—a hole in one. He's quite a sailor, too, and belongs to Chautauqua Lake Yacht Club. He is a former city men's doubles champion in badminton and also held the mixed doubles championship.

In 1948 he married Meurice Finer. They have a two-year-old son, Richard Michael.

Mr. Goldman is one of the early and enthusiastic advocates of programming as against spots. He decided years ago to concentrate on getting advertisers into programs, with spot rates priced high and limited in number. Many of these spot buyers can be converted to programs, however, he points out.

One of his outstanding Jamestown feats in the '40s was to get every department store in the city on WJTN, the largest spending as much as 80% of its budget on radio, the second 50% and the third 80%. This selling of local retail and wholesale accounts provides a stimulus that is felt all the way up to the manufacturer, he argues.

Mr. Time Buyer...

RADIO and TELEVISION MARKETS

worth thinking about

TELEVISION

Channel 6

WTVN TV

COLUMBUS OHIO

Tops in local programming, the best from ABC and Dumont, merchandising assistance plus, years of practical know-how, and the most modern TV facilities in the country are yours when you specify WTVN-TV to do the job.

RADIO

WIKK

ERIE, PA. - 5,000 WATTS

Here's a 5000 Watt ABC Affiliate with top Hooperating—plenty of teamwork to give you SALES—more and more the choice of local advertisers.

SERVED AND SOLD

TELEVISION

WICU TV

THE ERIE DISPATCH STATION

ERIE, PA.

The winner of top TV merchandising awards—all four networks, and now with 1000% more power. The only TV outlet in Erie, Pennsylvania's Third City.

RADIO

WTOD

1000 WATTS

TOLEDO, OHIO

A 1000 Watt independent that's tops in News, Music and Sports—a favorite listening habit of Toledo!

Incidentally, we'll appreciate your passing on to your Space Buyer friends the fact that the 132 year old Erie Dispatch is an aggressive daily and Sunday newspaper well worth consideration in any budget.

RADIO

WHOO 10,000 WATTS

ORLANDO, FLA.

Local people in the know buy Orlando's WHOO. Many outstanding success stories are being written here. Its 10,000 Watts will sell for you in Florida.

★ **RADIO**
★ **TV**
★ **NEWSPAPER**

WRITE FOR FULL DETAILS

EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co. *WHOO—Orlando, Fla.—Avery-Knodel, Inc.* *ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.*
WTVN-TV—Columbus, O.—Headley-Reed Co. *WIKK—Erie, Pa.—H-R Co.* *WTOD—Toledo, O.—Headley-Reed Co.*
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best
way to
sell the
KANSAS
FARM
MARKET

use the
KANSAS
FARM
STATION
WIBW
CBS RADIO
in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

OPEN MIKE

Here It Is

EDITOR:

. . . A bouquet for your publication. I read it from cover to cover every week, and a quick shuffle through our agency's Monday mail is always first on the docket.

I don't see how you can improve it very much, so I'm awaiting the appearance of the "new" B•T next week with a great deal of interest.

George Brenard
Radio Director
Hugo Wagenseil & Assoc.
Dayton

* * *

Text for Today

EDITOR:

I came upon a few verses from the Bible which for prospective television station operators present more truth than poetry. I thought you and your readers might get a kick out of them.

Luke 14:28-30 "For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply after he hath laid the foundation, and is not able to finish it, all that behold it begin to mock him, saying, 'This man began to build and was not able to finish'."

Ain't it so?

Hugh A. Smith
V. P. & Gnl. Mgr.
KXA Seattle

[EDITOR'S NOTE: Does this passage, which Mr. Smith quotes correctly, entitle Luke to be patron saint of television station builders?]

* * *

Bang

EDITOR:

. . . It would be appreciated if . . . any advertising agency or organization that mailed anything to . . . WMIK [would] check with us on any business mailed during the week of Jan 5 . . . .

Maurice K. Henry
General Manager
WMIK Middlesboro, Ky.

[EDITOR'S NOTE: The truck delivering mail to Middlesboro the afternoon of Jan. 9 blew up and its cargo was destroyed.]

* * *

High Rentals

EDITOR:

. . . We have found a substantial new source of income for AM, FM and TV stations which is largely untapped, and, believe it or not, it's income that does not require one cent of expense on behalf of the station. You are undoubtedly familiar with the expansion of various radio services used for dispatching taxicabs, trucks, etc. The power limitations on the crowded frequencies are extremely strong, so the only possibilities of increasing coverage are through additional antenna height.

In many cities the highest point in the area is an AM, FM or TV tower . . . . By contacting those who have such radio services as well as companies which sell mobile radio equipment, it is possible to secure a considerable number of very favorable lease agreements providing for the location of these antennas on the regular AM, FM or TV transmitting tower.

When properly installed, a number can be used with no interference whatsoever with the primary service or with each other . . . .

Please don't get the idea that I am in any way minimizing the original purpose for which the tower was built. However, I think it is very poor business to close our eyes to a considerable source of income which involves [illegible] expense whatsoever . . . .

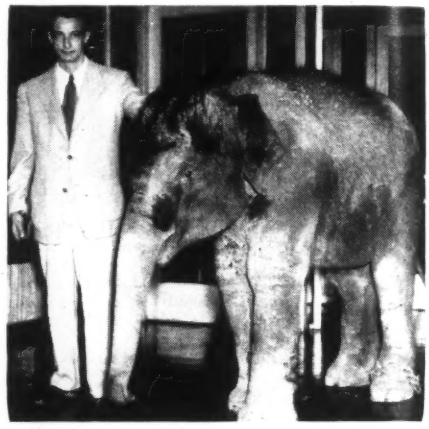
Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Animal Act Again

EDITOR:

Just a few weeks ago, WBZ-TV borrowed a baby elephant from the world-famous Chase Animal Farm, for the television program, *Animal Fair*. Because none of the freight doors were wide enough, this "baby" (2,000 pounds) had to be escorted through the main



lobby to the television studio. With the elephant in the picture is the owner of the animal farm. [For *Animal Fair* story, see page 86.]

I guess this ought to top the other animal stories in your recent "Open Mike" columns.

Joe Cullinane
Publicity Director
WBZ-TV Boston

* * *

Ownership

EDITOR:

On page 90 of the Jan. 12 edition of BROADCASTING • TELECASTING under the new TV applications heading, it is stated that Arthur H. Croghan an applicant for uhf television at Santa Monica, Calif., . . . is . . . the owner of a 5.6% interest in WJBK Detroit. This is erroneous. As I believe you know, Storer Broadcasting Co. is the sole owner of WJBK-AM-FM-TV in Detroit . . . .

John B. Poole
Secretary
Storer Broadcasting Co.
Detroit

[EDITOR'S NOTE: In routine processing, B•T failed to correct a statement made officially in the application that Mr. Croghan filed with the FCC.]

* * *

Help Wanted

EDITOR:

Anonymously, I would like to expound on a deplorable situation which doubtless is shared by other members of the broadcasting family.

Each week your columns carry many alluring advertisements of available positions—too often with the tag: "Send complete details first letter with disc and photo, Box so-and-so."

Has it been the experience of others who answer these ads to find that after careful preparation of the required credentials no answer whatever is forthcoming? . . .

The station involved should not only acknowledge the application but should advise th[illegible]

XUM

plicant one way or the other and also return photo, tape, etc. . . .

Thanks for B•T. It tops my kilocycles.

Name withheld

* * *

Was Wonderful

EDITOR:

. . . This is an excellent time to compliment [illegible] upon the excellent service rendered the industry by BROADCASTING•TELECASTING. As I see it, your material is outstanding and you may be sure I will continue to be among your regular readers.

As a result of the "Strictly Business" column, I heard from many old friends. It was wonderful.

S. J. Reulman
Pacific Coast Manager
The Katz Agency Inc.
San Francisco

* * *

Capital Offense

EDITOR:

This is a suggestion for your "style sheet"—as a New Year's Resolution:

Whenever you print the noun—
Radio-TV,

Please spell "Radio" with a capital "R"—thus giving Radio the courtesy of capitalization, as Television is "TV."

It's a big little thing to do; but it will help!

Don Davis
President
WHB Kansas City, Mo.

[EDITOR'S NOTE: Since "television" is not capitalized when spelled out, it would be inconsistent to capitalize "radio." However, B•T will continue to capitalize "AM," the abbreviation for radio, as it capitalizes "TV."]

* * *

Demotion

EDITOR:

An error in the [Jan. 12] BROADCASTING • TELECASTING . . . states that James Leonard has been appointed to the post of sports director for WLWC Columbus.

. . . The original release announced the appointment of James Crum to this position. James Leonard is general manager of WLW-C and announced James Crum's new post . . . .

Louis A. Gallop
Director, Client
Service Dept.
WLWC (TV) Columbus, Ohio

[EDITOR'S NOTE: B•T's apologies to Mr. Leonard and to Mr. Crum, who is pictured below.]

* * *

Mrs. Lucille Simmons

Lake-Spiro-Shurman, Inc.

Radio Center

Memphis, Tenn.

Dere Lucille:

Our postmastur here shure needed some St. Josephs aspirins at Christmas time becuz we shure had a batch of mail. He sez thet Charleston's mail has been larger each yere for about 25 yeres. Th' only way peeple kin buy more stamps and send more packiges is to earn more muney and spend more of it which is what they must hev done. Uncle Sam's mail is just one of th' records we're settin' here. Another record was set by WCHS with 5,000 on 580. Th' stashun dun better in '52 then ever before. I reckon thet means a hull lot of mighty satisfied advurtisers on th' Number One Stashun in th' state just like there is a big bunch of peeple in th' state who've been hearin' about St. Josephs on WCHS for many yeres.

Yrs.,

algy.

CBS
5,000 watts
580 KC
WCHS
Charleston, W. Va.
Represented by Branham

What makes a tree grow?

That question is an easy one . . . up to a certain point. Botanists will tell you the tree gets energy from the sun so that it can convert nutrients and moisture into growth. They call the process photosynthesis.

But ask just *how* the process operates, what actually happens in the plant's cells . . . and they can only shake their heads. That is still one of nature's secrets that has so far eluded the probing of science.

The effects of radiation on living cells is one of the subjects under study in the Biology Department of Brookhaven National Laboratory, on Long Island, founded by leading universities under contract with the Atomic Energy Commission. Brookhaven's primary aim is to produce new knowledge of the atom, the basic building block of the physical world. Working alongside the physicists, chemists and other scientists at Brookhaven are botanists, geneticists and medical scientists, whose interest lies in the application of atomic tools to the quest of new knowledge in their own respective fields.

Equipment Brookhaven scientists are using in their studies of the atom includes the cosmotron. Nothing like the cosmotron has ever existed before. Its main element is a gigantic doughnut-shaped magnet 235 feet in circumference, and built of Bethlehem steel. We made the 288 individual blocks that compose the magnet at our plant at Bethlehem, Pa., and shipped them to Brookhaven, where Bethlehem engineers put them together to form the complete magnet.

Scientists at Brookhaven are placing great reliance on the cosmotron to help them in their task of further unlocking the mysteries of the atom, and in applying that new knowledge for the benefit of mankind.

BETHLEHEM STEEL

BETHLEHEM STEEL

WHEN A BIG CONTRACT HINGES ON A SHOWING...

Here's how to project your TV previews

Important money rides on a film preview for a client, whether the client is local or national.

That's why it makes sense to screen your shows and commercials at their very best in image and sound quality. You can do it with the projector which has set a new standard of performance in the 16mm. field . . . the Eastman 16mm. Projector, Model 25.

Its new-design principles include a special sealed-in-oil bath movement which transports films surely, easily, and quietly. This movement, and the main projector mechanism, blower, and reel arms are all driven by separate but synchronized motors. Operation is smooth, dependable, trouble-free.

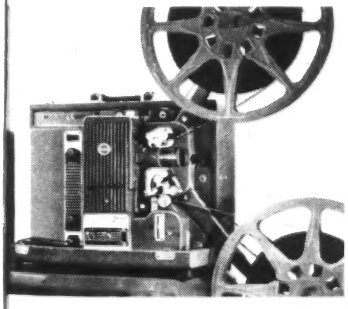
Images appear on the screen superbly brilliant, sharp from edge to edge. Projected by Lumenized Kodak Projection Ektar Lenses *f*/1.5 (choice of five focal lengths), they represent the finest optical system ever designed for 16mm. projectors.

Sound is amazingly faithful. The Model 25's sound drive is so stable it eliminates mechanical flutter. And whatever the film, you can always focus sound optics for optimum reproduction.

These are some of the reasons the Model 25 is being used for previewing films in so many TV stations, including network originating stations. Your Kodak Audio-Visual Dealer will be glad to give you complete details on this remarkable projector . . . ask him, too, about the Pageant, Kodak's new portable 16mm. sound projector, and about the superversatile Cine-Kodak Special II Camera—or use the coupon.

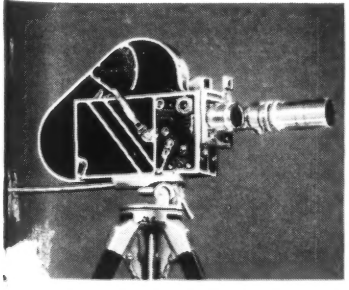
The Eastman 16mm. Projector, Model 25

is available in both tungsten (shown above) and high-intensity arc models. Designed for permanent installation, it is portable with minor disassembly.



The 16mm. Kodascope Pageant Sound Projector

is popular with TV salesmen for showing TV films in clients' or advertising agencies' offices. Top tonal and picture quality among portable sound projectors; "lifetime" lubrication.



The 16mm. Cine-Kodak Special II Camera

ideal for filming commercials, news events—most any TV assignment. Amateur in ease of operation, its built-in ability to make fades, dissolves, multiple exposures, animations, and other features establish it as professional in scope.

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EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me the booklets checked: ☐ *Eastman 16mm. Projector, Model 25;*
☐ *16mm. Kodascope Pageant Sound Projector;* ☐ *16mm. Cine-Kodak Special II Camera.*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (Zone)

STATE_____

Kodak
TRADE-MARK

XUM

. . . . Their names were Bosco (on the left) and Bertram (on the right). They lived in a park and were fed by sightseers who usually rewarded the bears' antics with juicy morsels. Bertram died recently . . . starved to death. It seems that the tourists ignored Bertram and fed Bosco.

The picture tells the story. Both bears have the same entertainment assets but Bosco is "advertising" his wares by bellowing out for all to hear. Result: Bosco's advertising brought in the business (juicy morsels) while Bertram starved to death.

There are Boscos and Bertrams in the business world. Both have good products to sell but the Boscos are "telling the world" about their businesses by "bellowing out" their sales pitches over Radio, while the Bertrams quietly wait for business and just as quietly go out of business.

Radio brings in the juicy morsels of business. Of course, the louder the "bellow", the better the radio buy. In Oklahoma City, of course, your loudest bellow is KOMA . . . the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

KOMA Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY
AFFILIATED WITH KTUL, TULSA
J. J. BERNARD, Vice President and General Manager

on all accounts

AL SIMON'S career affords persuasive evidence it pays to be a jack of all TV trades.

He is president of Al Simon Productions and is associate producer of the filmed CBS-TV *Burns & Allen Show* and the NBC-TV *I Married Joan*. He finds time to film TV commercials for various accounts and occasionally produces a pilot film such as the *Mickey Rooney Show*, and he also writes for TV and for magazines.

A Columbia U. School of Business graduate in 1932, Mr. Simon later was awarded a Doctor of Jurisprudence degree from New York U. He was an Alpha Epsilon Pi.

Mr. Simon entered radio after writing a few years for such magazines as *Colliers, Cosmopolitan, Coronet, American* and *This Week*, and he became associated with major programs, including *Truth or Consequences*. Radio assignments brought him to Hollywood in 1946 and two years later he was in TV. He helped set up the TV version of *Our Miss Brooks* and later was associate producer on CBS-TV's *I Love Lucy*. He also produced film commercials for Procter & Gamble on the NBC-TV *Red Skelton Show*.

Selling Is Basic

He believes people in his field are basically in selling—not making entertainment—and feels every penny must help make the product attractive, both to sponsor and viewer. He thinks time and money spent on artistic sets and lighting are wasted because details are lost on home screens.

A former New Yorker, Mr. Simon believes the TV trend is toward a Hollywood point of origin, especially filmed video: "Hollywood, for example affords plenty of studio space in which a producer can retain his basic sets at a reasonable cost," he says. He thinks certain types of labor and other production costs generally are lower in Hollywood.

On the *Burns & Allen Show* and *I Married Joan* his jurisdiction is on budgets, film, production personnel and other physical phases. At Al Simon Productions, however, his scope covers every item.

A man who works at a fast tempo, Mr. Simon recently started a series of film shorts to aid the U. S. Treasury Dept. in promoting savings bonds. Leaning toward filming of commercials, he plans several additional film series.

Mr. Simon and his wife, the former Judy Rutherford, and son, David Anthony, 3, live in suburban Brentwood, 20 minutes from Hollywood.

Dig Deep with Doug

COLOSSUS OF THE CAROLINAS

No other advertising medium in the Carolinas digs so deep as radio—no other radio station in the Carolinas equals WBT's total coverage. With WBT and imaginative, experienced Doug Mayes on your staff, you can spade up sales in fields relatively untouched by other Carolina advertising media.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Still *More* Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

JOE T. MONSOUR, President, Monsco Supply Company, Shreveport, SAYS:

"KWKH does a good job for us"

M. A. DICKSON, President, Shreveport Druggist, Inc., Shreveport, SAYS:

"Whole-hearted thanks to KWKH"

JOHN B. WILLIAMS, Owner, Food Brokerage House, Shreveport, SAYS:

"KWKH coverage is excellent"

Every good media man knows that buying radio time should involve more than a cut-and-dried analysis of rates, power, network affiliation, etc., etc. Every station has a "personality" . . . has a tangible record, either good or bad, for influencing its listeners *and producing sales.* These qualities are best appraised by local business men who *hear* the station, who *use* the station, and who know what it can do *every day.*

Read the excerpts at the left from letters written us by three typical jobbers in the KWKH area. They testify to KWKH's advertising impact—*to KWKH's ability to produce sales at low cost!*

Get all the KWKH facts. We'll be glad to send them. Write direct or ask your Branham representative.

KWKH

A Shreveport Times Station

SHREVEPORT — Texas / LOUISIANA / Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

BROADCASTING TELECASTING

January 19, 1953 Vol. 44, No. 3

WILL GOP CLEAN HOUSE? FCC FATE UP THIS WEEK

There's strong demand for full-scale reorganization under the soon-to-be appointed chairman, with new talk of "drafting" former Comr. Robert F. Jones. But another group endorses promotion of Vice Chairman Rosel H. Hyde. Lew Weiss and Charles Garland are running briskly for those two upcoming vacancies.

THE EISENHOWER Administration is expected to decide this week the fate of the FCC —whether there will be a stem-to-stern housecleaning with a newcomer as chairman or whether widely-endorsed Vice Chairman Rosel H. Hyde will be promoted.

Official word was lacking from GOP New York headquarters, but there were widespread reports as the week ended predicting the "draft" of former Comr. Robert F. Jones for the chairmanship. This was not denied in GOP councils, but Mr. Jones himself was noncommittal. He had resigned last October to enter communications law, and prior to that it had been freely predicted that he would be in line for the chairmanship under a Republican Administration.

Comr. Jones, who had been the most outspoken of the Republican minority on the FCC during his five-year tenure, is held in high regard by his erstwhile Republican colleagues in Congress. He served for a decade as a Congressman for the Lima, Ohio, district.

Staff Reorganization

If Mr. Jones is asked by the GOP high command, it would not surprise observers to see him accept the call as a "good Republican" but probably for a short term during which he could direct the staff reorganization being insistently demanded by patronage-hungry party members. That might even be for the five months that remain of Chairman Paul A. Walker's term, because the Democratic chairman can be retired by the incoming President through the mere device of issuing an executive order. The other vacancy is that of Mr. Jones' original term, which expires June 30, 1954. It is now held by Eugene F. Merrill, Utah Democrat, who is a Truman recess appointee.

The demand for a reorganization of the Commission is premised on a staff memorandum submitted to Eisenhower headquarters alleging that there's nothing good about the agency, that it is infested with left-wingers, and that it needs a house-cleaning. Implicit in this, it is understood, is the view that an existing FCC member—Mr. Hyde for example—would not be disposed to purge the FCC staff to the extent deemed necessary. The specification is for a "real Republican" strong, vigorous and of sufficient courage to clean out the staff if need be.

On the other hand, if the "orderly transition" proponents prevail, it will see the elevation of Mr. Hyde, an Idaho Republican and a career man, to the chairmanship, buttressed by two "strong appointments" for the vacancies, to aid him in the reorganization task. Both the General Counsel's office and the Broadcast Bureau are specifically mentioned as in need of "purging," with the elimination of employes "blanketed in" without competitive civil service examinations during the early days of the Roosevelt Administration.

Should Mr. Jones be unavailable, and should the "chase the rascals out" zealots prevail, then an "outsider" could well get the chairmanship nod. In the forefront, despite some known opposition, is understood to be Lewis Allen Weiss, former head of Don Lee and former Mutual chairman, whose home is in Los Angeles. He served as deputy director of NPA until last year, and has strong political as well as industry support. Although not now an avowed candidate for the chairmanship, Mr. Weiss is actively in pursuit of an appointment, and endorsements are piling up at both Ike's Commodore Hotel headquarters and at the Republican Committee headquarters in Washington. He originally was a candidate for the chairmanship, which is filled by the President from among the qualified FCC members.

Garland Is Strong Candidate

Coming up strong as a candidate for one of the vacancies is Charles Garland, general manager of KOOL Phoenix, and a 30-year veteran of radio. A former Illinois Republican worker, he has the established endorsement of Republican National Committeeman Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis. Sen. Homer Capehart (R-Ind.) also is said to be supporting him, along with Ray S. Donaldson, Washington attorney for Radio-Television Mfrs. Assn., and the Senator's erstwhile executive assistant. The Garland campaign was particularly active last week but it was thought unlikely that both he, as a resident of Arizona, and Mr. Weiss, as a California resident, would be named in view of desired geographical representation.

Mr. Pulliam met with General Ike in New York last Friday morning, and is understood to have endorsed Mr. Hyde for the chairmanship and Mr. Garland for one of the vacancies.

Meanwhile the field of active candidates had not diminished. Thad Brown Jr., director of television operations and counsel to the TV Board of NARTB, was understood to have substantial political as well as industry endorsement. His mother is Mrs. Howard A. Coffin, a Republican National Committeewoman from the District of Columbia and a member of the Eisenhower Inaugural Committee. Mr. Brown's father, the late Thad Sr., was a member of both the Federal Radio Commission and the FCC, from 1932 until 1940.

Clark Is Mentioned

There was some thought being given to the appointment of an attorney familiar with common carrier aspects of regulation to the FCC, notably in the light of the expected departure of Chairman Walker, who had been head of the Oklahoma Corporation Commission. Mentioned in this regard is Owen Clark, a 39-year-old lawyer, living in Yakima, Wash. He had served for a time as chairman of the State Public Utilities Commission but is now in private practice of law. He was active in the Eisenhower Presidential campaign in Washington.

Former Congressman Albert M. Cole of Holton, Kan., still is being urged by some of his friends to seek one of the FCC vacancies. He is said to have this under advisement. Mr.

ROBERT F. JONES
Slated for draft?

CHARLES GARLAND
General Manager, KOOL Phoenix

Cole now is serving as director of the personnel division of the Republican National Committee and presumably will be asked to remain in a high executive position with the committee when Wesley Roberts, a fellow Kansan and his former campaign manager, assumes the chairmanship of the committee in succession to Arthur E. Summerfield, who becomes Postmaster General. Mr. Cole, 51, is an attorney and is held in highest esteem by his erstwhile Congressional colleagues.

Eisenhower Consulted

The question of the FCC appointments has been taken up with Gen. Eisenhower, it was ascertained last week. He was represented as feeling that there is need for reorganization, not only of the FCC, but of many agencies in Washington. There is some question in his mind, one informant said, about elevating "career men" on the ground that they would not be disposed to clean house to the extent required.

The depth to which consideration has gone was indicated in one report that screening officials of the Republican Committee are interviewing candidates for top staff positions, including that of General Counsel. One prospect interviewed, it was asserted, is a practicing attorney in Detroit. It is accepted as a foregone conclusion that Benedict P. Cottone, present General Counsel, will resign shortly after the inauguration this week.

One highly placed Eisenhower aide said the high echelon entertained doubts about having any "tired Republicans" carried over from New Deal-Fair Deal bi-partisan commissions, take over any of the independent agency chairmanships. Countering this view, however, was the feeling that in the case of the FCC, for example, Mr. Hyde should take over the chairmanship, with the assistance of two new "strong" appointees, at least at the outset of the new Administration.

Much Support for Hyde

There appeared to be considerable support for the Hyde promotion. It was regarded as logical. It would also give the Administration an opportunity to observe FCC operations for a while. The importance of keeping the television processing lines open is recognized. This factor, more than any other one, it was thought, might bring the "orderly transition" approach, through promotion of Mr. Hyde.

BLATT'S ACCENT ON RADIO IN MEDIA SWITCH TOLD NRDGA

NRDGA hears how an Atlantic City department store, facing increasing daily newspaper rates, changed over to radio for 18 months, tailoring programs, spots to reach selected audiences. Result: Bigger sales, more out-of-town customers and a 22% jump in charge accounts. (For earlier stories on the store's success with radio see B•T, Aug. 4, 1952; Sept. 3, 1951.)

SUCCESS of an advertising program by the M. E. Blatt Co., Atlantic City department store, that relies heavily on radio and uses no daily newspaper space at all was described last Tuesday by Murray L. Klahr, Blatt's advertising and sales promotion manager. He spoke at a session of the National Retail Dry Goods Assn. convention in New York.

Mr. Klahr

The NRDGA's 42d annual meeting was held Monday through Thursday at the Hotel Statler.

Summing up Blatt's emphasis-on-radio policy in effect for the past 18 months, Mr. Klahr declared:

"The M. E. Blatt Co. is firmly convinced now that radio has a definite place in our future planning. We know now that we can sell all types of merchandise by the use of radio. We know now that radio gives us the coverage we need and we know now that to use radio successfully, any retailer must use radio and I really mean use it! We dabbled in radio for years before July 1951 with mediocre success but since that time radio has received a fair portion of our budget. And as we know now, when we used radio by necessity, it really did a sales job."

Blatt's Heavy Radio Plunge

Speaking in a panel discussion that considered the overall topic of "How to Profit from the Revolution in Advertising," Mr. Klahr explained that Blatt's heavy plunge into radio resulted from a re-examination of daily newspaper rates. He noted that between 1948 and 1951, major Atlantic City dailies introduced several rate increases. After a close appraisal of the entire picture, Mr. Klahr added, Blatt's decided the newspapers' rates were "entirely out of line with the coverage offered in the store's trading area."

In outlining Blatt's radio plans, Mr. Klahr pointed out that programs were tailored for specific audiences and stressed that this consideration weighed heavily in the success of the company's advertising program. Listed on Blatt's schedule on three radio stations, according to Mr. Klahr, are an average of 175-200 30-second and one-minute spots a week, 12 five-minute newscasts a day, seven days a week; one to three daily participations on a popular woman's program; a two-hour disc jockey show from beach-front hotels six times a week during the summer, and special events broadcasts from time to time.

As examples of pinpointing programs and advertising toward selected audiences, Mr. Klahr singled out the *Concert Hall* program on which Blatt's promoted women's finer hosiery, shoes and television sets and the Easter parade broadcast used to stimulate sale of ready-to-wear accessories.

The switch to heavy emphasis on radio in July 1951 brought immediate results, Mr. Klahr declared. He said the store sold 60 dozen $1.98 garment bags in one week by use of a few spots a day on three radio stations, adding:

"The M. E. Blatt Co. had no precedent for this kind of sales response in all its years of newspaper advertising."

Opens New Market

Mr. Klahr credited radio with opening a whole new market to the department store business—the out-of-town shopper. He said Blatt's charge account and delivery records showed that since July 1, 1951, there has been "a substantially greater volume of sales from this out-of-town traffic than ever before."

"There has been a 22% increase in new, regular charge accounts and we attribute the increase to radio's greater penetration and wider coverage," Mr. Klahr asserted. "This new market helps not only us, but the entire business community of Atlantic City."

Blatt's bold step in discontinuing daily newspaper advertising has resulted in inquiries from retailers all over the country, asking if they should adopt a similar policy, Mr. Klahr said. He declared his reply always has been that it might not be wise to cancel daily newspapers completely but that he always has advocated giving radio "a better portion of the advertising budget."

"A better balance between radio and newspaper can surely result in securing better volume at a cost more in keeping with a sensible, sound operation," Mr. Klahr argued.

He added that although Blatt's contemplates returning to daily newspapers sometime in the future, the company "will always make extensive use of radio."

Announcement of the best radio programs sponsored by retailers during 1952 was made by John F. Hardesty, director of local promotion for Broadcast Advertising Bureau, which sponsored the competition jointly with NRDGA. He noted in a brief talk that retailers made "overwhelming use" of "saturation" spot announcements during the last year, pointing out

the were carried out on a "staggered" basis, as newspapers, rather than on a small, day-to- schedule.

Categories and winners:

Programs beamed to a general family audience (large stores): Joske's of Texas, San Antonio, for *Classics in Jazz,* KTSA San Antonio.

Programs beamed to a general family audience (small stores): Bigelow's, Jamestown, N. Y., for *Breakfast With Bigelow,* WJTN Jamestown.

Programs beamed to women's audience (large stores): Sibley, Lindsay, Curr, Rochester, N. Y., for *Tower Clock Time,* WHAM Rochester.

Programs beamed to women's audience (small stores): Linn & Scruggs, Decatur, Ill., for *Something to Talk About,* WDJ Decatur.

Programs beamed to teen-age audience (small stores): Yard's, Trenton, N. J., for *School Scoops,* WTTM Trenton.

Spot saturation campaign (large stores): Joske's of Texas on KTSA KITE KONO KIWW and KCOR, all San Antonio.

Spot saturation campaign (small stores): Betty Lee, Warren, Pa., on WNAE Warren.

Special award for outstanding use of saturation coverage technique: Wolf & Dessauer, Ft. Wayne, on WOW WANE WGL and WKJG, all Ft. Wayne.

Special award for comprehensive use of radio: Rosenbaum Bros., Cumberland, Md., on WTBO Cumberland.

Special award for outstanding coordination with other media: Robert Simpson Montreal Ltd. on CJAD Montreal.

'Ad Woman' Judges Named

JUDGES to select the 1953 Advertising Woman of the Year, who will be honored during the Advertising Federation of America's convention in Cleveland June 14-17, were announced last week by Mabel S. Obenchain, AFA vice president and chairman of the Council on Women's Advertising Clubs. They are: Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., and Jean Wade Rindlaub, vice president, BBDO, who was the award winner in 1951. Deadline for entries is April 1. Details may be secured from AFA headquarters, 330 W. 42d St., New York 36.

Radio-TV Growth at C & W

CUNNINGHAM & WALSH, New York, last week announced a realignment and enlargement of its radio and television media department.

William G. White, formerly with Joseph Katz Co., Baltimore, joins the agency in the newly created position of assignment manager of radio and television media.

He will work with Newman F. McEvoy, vice president in charge of media, and F. Robert Bauer, manager of radio and television media.

General Foods Buy

GENERAL Foods Corp., New York (Post Toasties, Calumet), has bought Monday-through-Friday, 4-4:05 p.m. EST period on CBS Radio, starting Jan. 21 for 52 weeks. Program is to be announced. Agency is Foote, Cone & Belding, New York.

SMALL AGENCIES TOLD, 'ACT BIG'

A modest agency shouldn't be modest, believes Walter Weir of Donahue & Coe. It should advertise, refuse to do free planning, oppose the advertiser if necessary and ally itself with organizations of fellow agencies, he tells second annual LAA meeting in New York.

IN A SPEECH before the second annual meeting of the League of Advertising Agencies in New York last Friday, Walter Weir of Donahue & Coe, explained how "the small agency can do things in a big way, too."

"I think it is preferable for the small agency to act in a big way to begin with. First, I think it should advertise. I advertised —and out of an investment of less than $5,000 I attracted three accounts directly that brought an even million dollars worth of billing into my agency."

Mr. Weir

Mr. Weir was head of his own agency prior to his affiliation with Donahue & Coe.

"I think," he continued, that the "small agency acts in a big way when it refuses to present speculative layouts and copy —unless they are part of a proposed plan of action based on a study of the advertiser's business and unless they are paid for. No surgeon, consulted for a major operation, is expected to perform a minor operation first on the cuff."

Other Ways for Small Agency

Other ways in which a small agency acts "in a big way," Mr. Weir said, is "when it opposes a move on the part of an advertiser which it honestly feels is not to the advertiser's benefit," and "when it belongs to an organization such as this."

Officers for 1953 were installed at the meeting: Louis E. Reinhold, Richmond Advertising Service Inc., as president; Max B. Pearlman of the M. B. Pearlman agency, as executive secretary; S. Duane Lyon of S. Duane Lyon Inc., Kenneth Rader of the Kenneth Rader Co., and David E. Rothschild of David E. Rothschild Adv., as vice presidents; Charles Ford, Iverson-Ford Assoc., treasurer, and Max Sinowitz, Chelsea Adv., as secretary.

Mennen Series

MENNEN Co., which moves from Newark, N. J., to its new plant in Morristownship, also N. J., early in May, has begun a series of radio broadcasts on WMTR Morristown as part of the company's community relations program. The radio series, *Mennen Bulletin Board,* serves two purposes, according to company officials. One is "to help Morristown residents to know each other better" by presenting news of local civic organizations and club activities on the show. The other is to present institutional messages about the company's operation to help residents get to know the Mennen Co. better.

Comer & Reames Inc. Formed

TWO well-known names in Kansas City, Mo., advertising were joined Jan. 1 with the forming of a new agency, Comer & Reames Inc. Mrs. Comer, who was an active partner with her late husband in the Russell C. Comer Co., is president of the new corporation. Gardner Reames, senior account executive of the Comer company, is executive vice president.

PRESENT for preview of the WCAU-TV Philadelphia program, *Split Seconds in History,* sponored by Gemex Co., during meeting of Gemex watch band dealers in that city, were (l to r): William Lichtenfels, Gemex vice president; William A. Swartman, advertising and sales manager; Robert McCredy, WCAU-TV sales manager; Willard Pleuthner, vice president of BBDO, Gemex agency, and Eugene Prestinari, Gemex president.

XUM

DOZEN FIRMS PLAN SPRING SPOTS

Here are details on a dozen advertisers and their spring advertising plans. A BROADCASTING • TELECASTING spot check has revealed that spot radio will be used extensively in these advertisers' campaigns.

PLANS of the Cuban Sugar Growers Assn. for the first time in its history to enlist radio in a 150-market campaign were revealed last week, highlighting extraordinary action in the radio spot field in which one dozen national advertisers were discovered in a BROADCASTING• TELECASTING spot check to have already formulated spring plans, with two others preparing schedules to be available shortly.

At least three of the sponsors, it is known for a certainty, will use 150 markets or more.

The entry of the sugar growers, it was ascertained, is in large measure a result of the Coffee Bureau's and the Tea Bureau's similar institutional campaigns, in which an entire industry rather than a particular brand has been promoted. Starting in April, the sugar campaign will continue for 39 weeks. Cunningham & Walsh, New York, is the agency.

Details on the eleven other advertisers whose early preparations will provoke a new stir of activity in the already active spot field are as follows:

Hillman's Mayonnaise, New York, will launch a national campaign late in April in about 150 radio markets. Benton & Bowles, New York, is the agency. The spot schedule calls for a three-week saturation plan, then a few weeks of hiatus, followed by an eight-week drive completing the compaign.

Electrolux Corp., New York, starts a new spot schedule in 200 radio markets in late February. BBDO, New York, is preparing the schedule.

Grove Labs., for Fitch Shampoo, St. Louis, will be using more than 100 markets in a national campaign starting in March. Contract will extend for 30 weeks. Agency is Harry B. Cohen, New York.

Shulton Toiletries is bringing out a new product, Stick Deodorant for Men and will use about 70 radio markets starting May 18 for 13 weeks. Wesley Assoc., New York, is the agency.

Lever Brothers' Silver Dust will spark a 13-week spring campaign to be followed by a 13-week fall spot radio schedule, to be placed mostly in secondary markets. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

Mennen Products, New York, through Kenyon & Eckhardt, also New York, is planning to expand its early morning program schedule in about 40 markets. Firm uses 10- and 15-minute early morning radio programs.

Dow Chemical Co., Midland, Mich., for its Saran Wrap (a plastic food wrap), will use women's participation shows in 13 radio markets, six in the east starting today (Monday) and seven in the West starting Feb. 2. MacManus, John & Adams, New York, is the agency.

Amozo Desserts, through Kenyon & Eckhardt, New York, is expanding its present schedule.

Benton & Bowles, New York, is formulating the Conoco campaign, which is expected to break in about three weeks in radio markets.

Colgate-Palmolive-Peet's Super Suds is contemplating a radio campaign slated for a March starting date if approved. Cunningham & Walsh, New York, is the agency.

Crosley TV sets, through BBDO, New York, is still adding radio spot campaigns as new television markets open. Firm uses co-op programs on a saturation basis.

Seydel's 'Segue'

VICTOR SEYDEL, radio and TV director, Anderson & Cairns, seeking a word to stump the artists of the agency at a spelling bee between artists and copywriters, thought of "segue," a radio and TV scripters' term for transition between sound patterns such as one musical theme to another. He checked with Funk & Wagnalls, the lexicographic house. It never had heard of the word. Then Mr. Seydel called Ray Bloch and Dr. Frank Black, CBS and NBC musical directors, respectively. Each gave similar definitions. But Dr. Black informed Mr. Seydel that Funk & Wagnalls had telephoned 10 minutes before to confirm the modern-day application of the term. Result: "Segue" will appear in the next F & W dictionary. Thus, Mr. Seydel may be directly responsible for getting a new radio-TV word into the English language.

Sylvania TV Set Drive

NATIONAL advertising schedule for Sylvania TV sets will be expanded this year, William D. Stroben, advertising and sales promotion manager of the Radio and Television Div., Sylvania Electric Products Inc., announced last week.

Included in the expansion will be co-sponsorship with Wildroot Co. of the half-hour Sunday radio series *The Shadow*, on Mutual network. Mr. Stroben said he felt the extensive radio coverage will do much to saturate areas which will be new or richer TV markets in the future.

The national advertising campaign will be backed by intensified local promotion including radio and TV advertising, Mr. Stroben said.

Roy S. Durstine Inc., New York, is the agency.

Henry T. Ewald, Co-Founder of Campbell-Ewald

HENRY T. EWALD, 67, a co-founder of Campbell-Ewald Co., died Jan. 9 in Detroit of a heart ailment. The agency he helped start grew rapidly with the expansion of the automobile industry. From 1917 until last autumn he had been president of the agency, becoming board chairman last autumn.

Mr. Ewald was a key factor in some of the biggest campaigns in advertising history. He served as board chairman of American Assn. of Advertising Agencies and was a director of Advertising Federation of America and Traffic Audit Bureau. Born in Detroit of German immigrant parents, he entered the agency field with an investment of $3,000. He became Campbell-Ewald president in 1917 when Frank J. Campbell, first president, retired.

TOM HARRISON (l), national spot sales director, WSM Nashville, and Hi Bramham (c), WSM-TV local sales manager, watch as George Doyne of Doyne Adv. agency signs for area Coca-Cola Bottlers and the Neuhoff Packing Co., a subsidiary of Swift & Co., to sponsor broadcasts and telecasts of Vanderbilt basketball games.

NEW BUSINESS

Spot

Kraft Foods, Chicago, next week will introduce new swiss cheese with 13-week test campaign of TV announcements and participations in Miami, Philadelphia and New Orleans. Cheez Whiz cheese spread will be advertised in series of participations and spots in Memphis and Seattle for six weeks from Feb. 1. Kraft will also expand Alaskan schedule of four spots weekly per station in Fairbanks and Anchorage to include Juneau and Ketchikan. Agency: J. Walter Thompson Co., Chicago.

Indiana Bell Telephone Co. has renewed complete 1952 schedule of one-minute spots and station breaks on 22 Indiana AM stations for this year. Television will probably be used also. Agency: J. Walter Thompson Co., Chicago.

Mutual Funds Dept., Kidder, Peabody & Co., members of New York stock exchange, starting participations in *Barbara Welles Show* on WOR New York and *Skitch Henderson Show* on WNBC New York effective today (Mon.), in addition to sponsorship of weekly *Your Money at Work* on WOR. Agency: Doremus & Co., N. Y.

West End Brewing Co., Utica, N. Y. (beer and ale) will sponsor Abbott & Costello television film series in four markets: Utica, Binghamton, Syracuse and Schenectady. Agency: Harry B. Cohen, N. Y.

Consolidated Royal Chemical Corp., Chicago, sponsoring *Roy Acuff Show*, Fri., 8-8:30 p.m. CST, effective Jan. 16 for 52 weeks. Stations carrying show are WSM Nashville, WREC Memphis, WDOD Chattanooga, WSB Atlanta, WBT Charlotte, WAPI Birmingham, WWL New Orleans, WNOX Knoxville and KARK Little Rock. Agency: Ross Roy Inc., Chicago.

Falstaff Brewing Corp., St. Louis, to sponsor *Game of the Day* broadcast of major league baseball games over MBS in some areas of country, starting March 30. In other areas, program to be sponsored on co-op basis, as in past. Agency for Falstaff: Dancer-Fitzgerald-Sample, N. Y.

pas[s] Agency for Falstaff: Dancer-Fitzgerald-Sa[m]ple, N. Y.

Re[x]all Drug Co. Ltd., Toronto (Rexall products) has started spot announcements thrice weekly for one year on French-language stations in eastern Canada. Agency: Ronalds Advertising Agency Ltd., Toronto.

Network

Colgate-Palmolive-Peet Co., N. Y., sponsoring *Lorenzo Jones* on NBC Mon.-Fri., 5:30-45 p.m. EST, for 52 weeks, effective Jan. 5. Agency: William Esty Co., N. Y.

Mutual of Omaha, Omaha, Neb. (insurance), sponsoring *On the Line With Bob Considine* for 52 weeks on NBC, Sun., 3:30-4 p.m. EST and on NBC-TV, Tues., 10:45-11 p.m. EST. Agency: Bozell & Jacobs, Omaha.

Colonial Dames Inc., Hollywood (cosmetics), started *The George Fisher Show* on 22 Columbia Pacific Radio Network stations, alternating Tues. and Thurs., 1:15-1:25 p.m. PST, for 26 weeks from Jan. 8. Agency: Geoffrey Wade Adv., Hollywood.

Sunbeam Corp., Chicago (appliances), sponsoring weekly 15-minute Bill Henry news show on NBC-TV seven-station network Sun., 4:45-5 p.m. CT, effective yesterday. Agency: Perrin-Paus, Chicago.

Olympia Brewing Co., Olympia, Wash., renews weekly quarter-hour news broadcast on 41 Don Lee stations for 52 weeks from Jan. 3. Agency: Botsford, Constantine & Gardner, Portland, Ore. **Miles Calif. Co.,** L. A. (Alka-Seltzer), renews 12 times weekly quarter-hour *Alka-Seltzer Newspaper of the Air* for 52 weeks from Jan. 1, and five times weekly quarter-hour *Curt Massey Time* for 52 weeks from Dec. 29, both on 45 Don Lee stations. Agency: Geoffrey Wade Adv., Hollywood.

Ecko Products Co., Chicago, renews 13 quarter-hour segments of *Welcome Travelers* on full NBC-TV network. Agency: Dancer-Fitzgerald-Sample, Chicago.

Sweets Co. of America, Hoboken, N. J., now sponsoring *Tootsie Hippodrome* on ABC-TV Sun., 12:15-12:30 p.m. EST, will expand program to half-hour effective Feb. 1. Agency: Moselle & Eisen, N. Y.

Sun Oil Co., Phila., renews *Three Star Extra* on NBC, Mon.-Fri., 6:45-7 p.m. for 52 weeks. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

Mayfair Markets Inc., L. A. (Southern California chain), started *Quick, What's the Answer* on five Don Lee California radio stations, Wed. and Fri., 2-2:30 p.m. PST, for 52 weeks from Dec. 31. Agency: Ad Masters Adv., L. A.

White House Co., N. Y., was to sponsor one-time-only *Hit Record Program* over ABC radio yesterday (Sun.), 9:30-9:45 p.m. EST. Agency: National Mail Order Network Inc., N. Y.

North American Van Lines, L. A., renews alternate weekly first quarter-hour segment of *CBS Radio Newsroom—Sunday Desk* on 19 CPRN stations, Sun., 5:30-5:45 p.m. PST, and *Let's Go Hollywood* on 23 CBS Radio Arizona and Mountain stations, Sun., 1:15-1:30 p.m. PST, both for 13 weeks from Jan. 25. Agency: Caster Assoc., L. A.

Green Giant Co., Le Sueur, Minn., renews *Edward R. Murrow News* on 12 CPRN stations, Tues. and Thurs., 5-5:15 p.m. PST, for 13 weeks from Jan. 27. Agency: Leo Burnett Co., Chicago.

Revlon Products Corp. to sponsor Tuesday telecasts of *Jane Froman's U. S. A. Canteen* on CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, effective Feb. 10. Agency: William H. Weintraub & Co., N. Y.

Tidewater Associated Oil Co., N. Y., renewing *Broadway to Hollywood* on DuMont, Thurs., 8:30-9 p.m. EST, for 13 weeks starting Jan. 22. Agency: Lennen & Newell, N. Y.

International Shoe Co., St. Louis (Red Goose shoes), renewing *Kids & Company* on DuMont TV Network, Sat., 11:30 a.m.-12 noon EST, for 13 weeks effective Feb. 7. Agency: D'Arcy Adv., St. Louis.

Agency Appointments

Austin-Green Inc., N. Y. (So-Fistik indelible lipstick), appoints Friend, Reiss, McGlone Adv., that city. So-Fistik will start in radio with participating sponsorship of *Jack Lakey Show* three times weekly on WINS New York, beginning today (Mon.).

Durham Chemical Co., L. A. (pesticides and insecticides), appoints Geoffrey Wade Adv., Hollywood **Snowden Hunt Jr.** is account executive.

Hayden, Stone & Co., member of N. Y. Stock Exchange, appoints Albert Frank-Guenther Law Inc., N. Y., for Mutual Fund Dept.

City of Cars, L. A. (used car operation), appoints Irwin Co., Beverly Hills. **Frank Warren, Allen McKee, Hugh Brundage** and **Tavy Kandt** are account executives. Radio-TV will be used.

Robbins Mills Inc., N. Y., appoints Weiss & Geller, New York Inc., same city.

Jules Montenier Inc., Chicago (Stopette and Finesse) through Canadian distributor **Frank Badger Co. Ltd.,** Toronto, appoints Ronalds Adv. Agency Ltd., Toronto.

Mason Farms & Hatchery, Somerville, N. J., appoints Abner J. Gelula & Assoc., Phila.

Steel Furniture Mfg. Co., Baldwin Park, Calif., appoints Tilds & Cantz Adv., Hollywood.

Stop and Shop Super Markets, Boston and New England, names Grey Adv., N. Y.

Louis Milani Foods Inc., L. A. (sauces, dressings, concentrated and dehydrated foods), appoints Arthur Meyerhoff & Co., Beverly Hills. **Jim Ward** is account executive. TV is being used.

Davis Furniture Co., Travel-Chek Inc. and **Blaisdell Mfg. Co.** (automotive accessories), all Long Beach, Calif., appoints West-Marquis Inc., that city.

Aireloom Bedding Co., Alhambra, Calif., appoints Geoffrey Wade Adv., Hollywood. **Snowden Hunt Jr.** is account executive. Radio will be principal medium.

Emmental Cheese Corp. appoints J. M. Mathes Inc. N. Y., for Swissette, Gruyere processed cheese.

Desmond's, L. A. (five store chain of retail men's, women's and boys' clothing), and **J. F. O'Connor,** L. A. and Hollywood (Lincoln-Mercury dealer), appoints Phil D. McHugh Co., L. A. Radio is being used.

Sutherland Refiner Corp., Trenton, N. J., appoints Roland G. Ullman Organization, Phila.

Martin-Dell Milk Co., S. F., appoints Hoefer, Dieterich & Brown Inc., that city. **John H. Hoefer** is account executive.

Early Apple Advisory Board, Sebastol, Calif., appoints Knollin Adv. Agency, S. F.

FACTS & FIGURES

NIELSEN ISSUES RADIO-TV RATINGS

Again it was the old favorites leading the radio-TV parade, 'Amos 'n' Andy' and 'Lucy,' respectively.

TOP-RATED radio and TV programs for certain weeks in November and December 1952 have been issued by the A. C. Nielsen Co. CBS' *Amos 'n' Andy* topped evening, once-a-week listings while CBS-TV's *I Love Lucy* received TV honors in number and percentage of homes reached. Nielsen ratings follow:

NIELSEN-RATING*, TOP RADIO PROGRAMS
Week, Nov. 16-22, 1952

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)		(5.4)
1	Amos 'n' Andy (CBS)	13.6
2	Jack Benny (CBS)	13.2
3	Charlie McCarthy Show (CBS)	11.9
4	Lux Radio Theatre (CBS)	10.9
5	Our Miss Brooks (CBS)	9.6
6	People Are Funny (CBS)	9.5
7	Philip Morris Playhouse (CBS)	9.1
8	You Bet Your Life (NBC)	9.0
9	Great Gildersleeve (NBC)	8.1
10	Suspense (CBS)	8.1
EVENING, MULTI-WEEKLY (Average For All Programs)		(3.3)
1	One Man's Family (NBC)	6.0
2	News of the World (NBC)	5.9
3	Lone Ranger (ABC)	5.8
WEEKDAY (Average For All Programs)		(4.3)
1	Romance of Helen Trent (CBS)	7.8
2	Our Gal, Sunday (CBS)	7.8
3	Guiding Light (CBS)	7.7
4	This Is Nora Drake (Seeman) (CBS)	7.7
5	Ma Perkins (CBS)	7.6
6	Aunt Jenny (CBS)	7.5
7	Wendy Warren and the News (CBS)	7.2
8	Perry Mason (CBS)	7.0
9	This Is Nora Drake (Toni) (CBS)	6.7
10	Big Sister (CBS)	6.6
DAY, SUNDAY (Average For All Programs)		(2.2)
1	True Detective Mysteries (MBS)	4.4
2	Martin Kane, Private Eye (NBC)	4.0
3	Shadow, The (MBS)	3.7
DAY, SATURDAY (Average For All Programs)		(3.3)
1	Stars Over Hollywood (CBS)	7.0
2	Theatre of Today (CBS)	7.0
3	Fun For All (CBS)	6.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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NIELSEN-RATINGS TOP TELEVISION PROGRAMS
Two Weeks Ending Dec. 13, 1952
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,774
2	Colgate Comedy Hour (NBC)	11,415
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco Co. (CBS)	10,360
4	Texaco Star Theatre (NBC)	9,326
5	Dragnet (NBC)	9,090
6	Buick Circus Hour (NBC)	9,066
7	You Bet Your Life (NBC)	9,058
8	All Star Revue (NBC)	8,878
9	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,486
10	Philco TV Playhouse (NBC)	8,312

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	72.3
2	Arthur Godfrey's Scouts (CBS)	62.0
3	Colgate Comedy Hour (NBC)	59.4
4	Texaco Star Theatre (NBC)	57.9
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.6
6	Buick Circus Hour (NBC)	51.3
7	Dragnet (NBC)	49.0
8	All Star Revue (NBC)	46.8
9	You Bet Your Life (NBC)	46.5
10	Jack Benny Show (CBS)	46.4

The Nielsen "Per Cent of TV Homes Reached in Program Station Areas" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas ABLE to view the telecast being taken as 100%.

Factors causing differences in performance of programs include not only program appeal but number, strength and popularity of stations; strength of surrounding programs; time of day, etc.

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XUM

THREE DAYS PRIOR TO ELECTION HAD 20% OF CAMPAIGN VIDEO

Analysis of Publishers Information Bureau reports shows concentrated television tends to influence any voters who might not have made up their minds. Party groups, however, did not make the list of first 10 sponsors.

ALTHOUGH November included only three pre-election days, political forces so intensified their use of broadcast media in a last-minute attempt to convince doubtful voters that their time purchases for Nov. 1, 2 and 3 formed an imposing part of their total campaign expenditures.

Publishers Information Bureau report on purchases of TV network time during November shows $307,133 worth purchased by political groups, more than 20% of the $1,448,092 spent for political TV network time during the entire Presidential campaign.

Opening Days in November

Unlike October, when the Stevenson-Sparkman Forum Committee was the foremost political spender for TV network time, Citizens for Eisenhower was the No. 1 political client in the opening days of November, with gross purchases on the TV networks of $102,367.

No political party or group made the list of top ten TV network advertisers in November, however. As expected, Procter & Gamble Co. heads the roster for the month, the only TV network client to purchase more than a million dollar's worth of time in this medium (see Table I). General Motors Corp. ranked second and Colgate-Palmolive-Peet Co. third. Leading advertiser in each category of advertising on the TV networks is listed in Table II.

Table III showing total combined expenditures of each class of advertiser, lists foods first, followed by tobaccos, toilet goods, laundry soaps and cleansers, and automotive advertising, with the same classes in the same order comprising the first five for both November and January-November 1952. This table also affords comparisons of November and the 11-month period of 1952 with the same periods of 1951.

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN NOVEMBER 1952

1.	Procter & Gamble Co.	$1,293,940
2.	General Motors Corp.	942,065
3.	Colgate-Palmolive-Peet Co.	829,500
4.	R. J. Reynolds Tobacco Co.	667,828
5.	Lever Brothers Co.	647,660
6.	American Tobacco Co.	569,331
7.	General Foods Corp.	470,109
8.	Liggett & Myers Tobacco Co.	393,330
9.	General Mills	374,420
10.	Philip Morris & Co.	339,675

TABLE II

LEADING TV NETWORK ADVERTISER IN EACH PRODUCT CATEGORY FOR NOVEMBER 1952

Category	Advertiser	Gross Time Expenditures
Apparel, Footwear & Accessories	International Shoe Co.	$ 65,870
Automotive, Auto. Access. & Equip.	General Motors Corp.	874,605
Beer, Wine & Liquor	Pabst Brewing Co.	153,520
Building Materials, Equip. & Fixtures	Glidden Co.	36,980
Confectionery & Soft Drinks	Pepsi-Cola Co.	95,400
Consumer Services	Arthur Murray School of Dancing	32,070
Drugs & Remedies	American Home Products Corp.	188,400
Entertainment & Amusements	Chicago Bears Football Club	950
Food & Food Products	General Foods Corp.	470,109
Gasoline, Lubricants & Other Fuels	Texas Co.	133,725
Household Equipment & Supplies	General Electric Co.	286,305
Household Furnishings	Armstrong Cork Co.	70,425
Industrial Materials	Reynolds Metals Co.	125,895
Insurance	Prudential Ins. Co. of America	49,860
Jewelry, Optical Goods & Cameras	Longines-Whittnaur Watch Co.	74,346
Office Equip., Stationery & Writing Supplies	Hall Brothers	100,125
Political	Citizens for Eisenhower	102,367
Publishing & Media	Curtis Publishing Co.	43,277
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	168,015
Smoking Materials	R. J. Reynolds Tob. Co.	667,828
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,014,375
Sporting Goods & Toys	Lionel Corp.	38,045
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	653,244
Miscellaneous	Quaker Oats Co.	96,360

Shipments of TV Sets Increases Sharply

SHIPMENTS of TV sets to dealers totaled 5,208,614 units in the first 11 months of 1952, compared to 4,415,422 in the same 1951 period, according to Radio-Television Mfrs. Assn. In November 756,855 sets were shipped to dealers compared to 409,681 in the same 1951 months.

Following are TV set shipments to dealers by states for the first 11 months of 1952:

State	Total	State	Total
Ala.	64,369	Neb.	44,623
Ariz.	20,559	Nev.	59
Ark.	13,373	N. H.	18,990
Calif.	495,052	N. J.	206,572
Col.	75,003	N. M.	7,423
Conn.	110,185	N. Y.	634,600
Del.	17,634	N. C.	104,164
D. C.	51,519	N. D.	306
Fla.	85,056	Ohio	391,173
Ga.	94,991	Okla.	86,573
Idaho	509	Ore.	27,638
Ill.	292,499	Pa.	445,004
Ind.	193,304	R. I.	32,083
Iowa	89,448	S. C.	26,002
Kan.	32,925	S. D.	963
Ky.	71,487	Tenn.	66,018
La.	54,605	Texas	229,416
Me.	9,178	Utah	27,860
Md.	94,483	Vt.	6,307
Mass.	211,072	Va.	94,009
Mich.	226,462	Wash.	85,325
Minn.	74,934	W. Va.	57,011
Miss.	18,057	Wis.	80,293
Mo.	137,204	Wyo.	2,111
Mont.	183		
		Grand Total	5,208,614

Radio-TV Retail Chains Sales Surveyed by Commerce

SALES of large retail radio chain stores last November were 3% higher than in the same month in 1951 but 2% off the October 1952 pace, the Commerce Dept.'s Census Bureau reported Jan. 9.

In a survey of percentage change in sales of all types of businesses throughout the U. S., the study also compared 11-month figures of 1952 with a similar period the preceding year for large radio stores. It found sales off 1%. The study, though labelled radio, presumably covered firms selling both radio and TV receivers. "Large" stores were defined as those organizations operating from 1 to 10 units and whose dollar volume of 1948 sales ranged between $50,000 and $1 million.

Comparing November, 1952, with (1) November 1951 and (2) October 1952, and (3) the 11 months of 1952 with the same period of 1951, the Census Bureau report also covered sales percentage changes of household appliance and radio stores in these selected areas:

Los Angeles County, Calif.: —5%, —10%, +4%. San Francisco County, Calif.: +11%, —6%, +9%. District of Columbia (city of Alexandria and

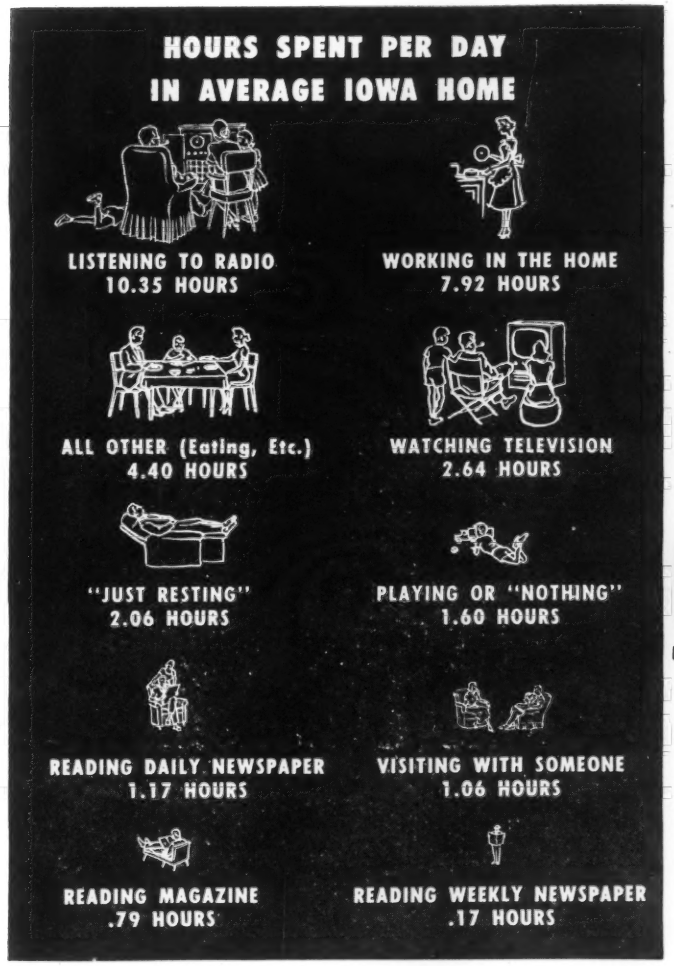
TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR NOVEMBER AND JANUARY-NOVEMBER 1952, COMPARED TO 1951

Category	Nov. 1952	Jan.-Nov. 1952	Nov. 1951	Jan.-Nov. 1951
Apparel, Footwear & Accessories	$ 283,967	$ 2,761,403	$ 327,452	$ 2,833,467
Automotive, Auto. Access. & Equip.	1,728,925	14,086,967	1,147,509	9,851,767
Beer, Wine & Liquor	428,251	5,063,241	583,780	5,145,714
Building Materials, Equip. & Fixtures	36,980	439,634	44,340	60,430
Confectionery & Soft Drinks	457,280	4,567,786	376,817	2,938,875
Consumer Services	32,070	306,828	18,465	386,017
Drugs & Remedies	757,674	5,282,075	385,175	2,322,167
Entertainment & Amusement	950	3,875	.....	.....
Food & Food Products	2,928,685	30,551,405	2,683,110	23,233,914
Gasoline, Lubricants & Other Fuels	337,080	3,290,668	376,515	2,595,974
Horticulture	.....	12,370	.....	.....
Household Equipment & Supplies	956,434	9,041,681	1,103,237	7,571,829
Household Furnishings	282,634	2,078,821	375,852	3,327,201
Industrial Materials	385,260	3,542,789	137,310	2,425,899
Insurance	86,950	490,223	33,320	355,990
Jewelry, Optical Goods & Cameras	$ 263,839	$ 2,087,329	$ 216,557	$ 1,789,642
Office Equipment, Stationery & Writing Supplies	100,125	1,329,235	145,950	700,800
Political	307,133	1,448,092	.....	.....
Publishing & Media	52,389	750,808	93,570	824,584
Radios, TV Sets, Phonographs, Musical Instruments & Access.*	354,927	3,682,420	286,780	4,227,056
Retail & Direct by Mail	.....	915,842	190,042	1,902,656
Smoking Materials	2,601,419	25,648,130	1,904,528	15,840,942
Soaps, Cleansers & Polishes	1,785,410	18,910,868	1,390,220	9,733,320
Sporting Goods & Toys	38,045	53,103	.....	.....
Toiletries & Toilet Goods	2,449,404	22,253,215	1,949,882	14,576,303
Miscellaneous	221,880	1,718,955	148,916	1,189,799
*Totals	$16,877,711	$160,317,763	$13,919,327	$113,834,346

SOURCE: Publishers Information Bureau

*National Political Convention and Election Returns programs not included.



Radio listening is far and away the most dominant activity in the average Iowa home. Time spent "Working in the Home" is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from "In-Home Activities Diaries" kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans, depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. *Radio penetrates and reflects Iowa life!*

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey — or ask Free & Peters. It will be sent you *free*, of course.

RADIO LISTENING DOMINATES

IOWA HOME LIFE!

—AND WHO IS IOWA'S BEST ADVERTISING BUY!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

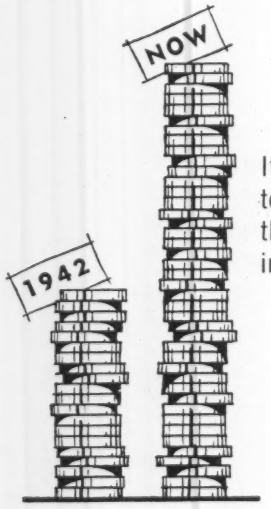
Nobody needs a slide rule to prove that most advertising *costs* have gone up in the past ten years. But sometimes people overlook the fact that advertising *values* have also zoomed upward!

And more than ever,

RADIO serves you the biggest slice of ADVERTISING VALUE

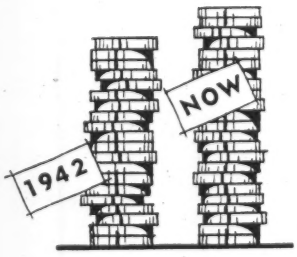
Radio now delivers the biggest audiences in history.

Yet the cost of using radio has increased far less than any other costs in the advertising business! Here's an illustration—



It now takes $206 to buy engravings that cost $100 in 1942

BUT it takes only $114 to buy time that cost $100 in 1942 .. on **KYW**, the 50,000-watt Westinghouse station that dominates the rewarding Philadelphia market area



In six of the nation's leading markets, Westinghouse stations provide unbeatable advertising coverage.. at a cost-per-listener that makes every dollar count.. for more!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Arlington County, Va., and part of Montgomery County, Md.): —19%, —14%, —1%. Cook County, Ill.: —6%, —9%, —2%. Adams and Allen Counties, Ind.: +3%, —8%, —11%. Suffolk County and parts of Middlesex and Norfolk Counties, Mass.: —15%, —8%, —15%. Wayne County, Mich.: —6%, —1%, —1%. City of St. Louis and St. Louis County, Mo., and East St. Louis, Ill.: —21%, —13%, —10%. Essex and Hudson Counties, N. J.: +8%, +3%, —7%.

City of New York and part of Westchester County, N. Y.: +6%, +4%, —9%. Erie County, N. Y.: +13%, +1%, —4%. Monroe and Wayne Counties, N. Y.: —3%, —12%, —17%. Cuyahoga County, Ohio: —13%, —8%, —16%. Allegheny County, Pa.: +8%, —14%, —10%. Philadelphia County, Pa.: +9%, —1%, +8%. Norfolk and Princess Anne Counties and cities of Norfolk, South Norfolk and Portsmouth, Va.: —16%, —15%, +9%. King County, Wash.: —10%, —17%, —3%. Milwaukee and Waukesha Counties, Wis.: —10%, —13%, —7%.

Tube Shipments Decline

SHIPMENTS of TV picture tubes to set manufacturers and factory sales of receiving tubes declined in November from the October level, according to Radio-Television Mfrs. Assn. November picture tube sales to manufacturers totaled 754,060 units valued at $16,651,793 compared to 862,431 tubes valued at $19,761,300 in October. Receiving tube shipments totaled 36,942,664 units valued at $24,554,156 in November compared to 41,880,318 tubes valued at $28,397,281 in October.

TV Is Leading News Source, Advertest Study Reveals

TELEVISION has become the greatest single source of news in TV homes, after trailing other media for the past four years.

This was announced in the latest monthly Advertest Research Continuing Subscription Study, "The Television Audience of Today."

Advertest reported that an average of 99 out of 100 families interviewed in the New York metropolitan area said they regularly watch TV news programs. The popularity of weather programs also was revealed by the study.

Main reasons given by interviewed families for their increased interest in video news is that the viewer is more able to relax while learning of news developments and that the news is presented pictorially. News audience per TV family was 2.8 members.

New U. S. Population Count

TOTAL population of the United States, was about 158,012,000 as of Nov. 1, 1952, according to Roy V. Peel, director of the U. S. Census Bureau. This figure, including armed forces overseas, was about 6,880,000, or 4.6%, over the April 1950 count as recorded in the 1950 census. Total population reached nearly 158½ million Jan. 1, 1953, according to Director Peel.

TELESTATUS®

Weekly TV Set Summary—January 19, 1953—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNBF-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isle., E. Moline		
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	96,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isle., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	120,444
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	206,135
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,365,674

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

292,000

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

interested in selective or full coverage for your TV program?

you can do better with SPOT— *much better*

When you buy on a Spot basis, it's easier to fit your TV program coverage to your sales situations. With Spot, you choose only the markets you wish . . . as many as you need, or as few—and find that stations clear time more readily. You enjoy uniform and pleasing picture quality through film, and save enough on Spot time charges to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

RADIO, TV TO SHOOT THE WORKS IN COVERING INAUGURATION

Networks mass personnel and facilities in nation's capital as time for ceremonies draws near. Oath and Inaugural address will be covered as public service but most other events will be carried under sponsorship. 70 million to watch on television.

RADIO and television coverage of the inauguration of Dwight D. Eisenhower as President of the U. S. tomorrow (Tuesday) by major networks will present a detailed and comprehensive picture to more people than witnessed all previous inaugurations combined.

Starting at 11:30 a.m. and continuing through 4:30 p.m., radio and television staffs will give the nation an intimate view and report of the procession, the swearing-in ceremonies, reaction of the crowds and dignitaries from all parts of the U. S. and the world.

To cope with the tremendous project, all networks have bolstered their Washington staffs with personnel from New York and other centers. Additional equipment, much of it new, has been delivered to insure full coverage of all newsworthy developments.

The number of TV viewers who will watch the proceedings was estimated by Sig Mickelson, CBS-TV director of news, at 70 million.

According to plans late last week, the timetable on TV coverage calls for all networks to begin at 11:30 and continue until about 4:30 p.m. EST. Late that evening they will cover the Inaugural Ball from the National Guard Armory and the Georgetown U. gymnasium.

Radio coverage will vary according to the network, but will begin at 11:30 a.m. and include parade, swearing-in ceremonies and address, crowd reaction and pickups from the inaugural balls.

Radio-TV networks will carry the 12 noon to 1 p.m. portion—the oath-taking and Inaugural address—and the Inaugural Ball as a public service, unsponsored. Other portions will be sponsored on most networks.

Breakdown of plans according to networks, as announeed last week:

CBS

Aside from the public service portions, coverage by CBS Radio will be from 11:30 a.m. to 12 noon, 4-5 p.m., and 11:15-12 midnight and will be sponsored by Packard Motor Co. Agency for Packard is Maxon Inc.

The operation will be supervised by Wells Church, CBS Radio's director of news and public affairs. Robert Trout has been assigned to provide the running story, with pickups from various points by Douglas Edwards, Charles Collingwood, Allan Jackson, Griffing Bancroft, Bill Downs, Joe Wershba, Claude Mahoney, and Edward Morgan.

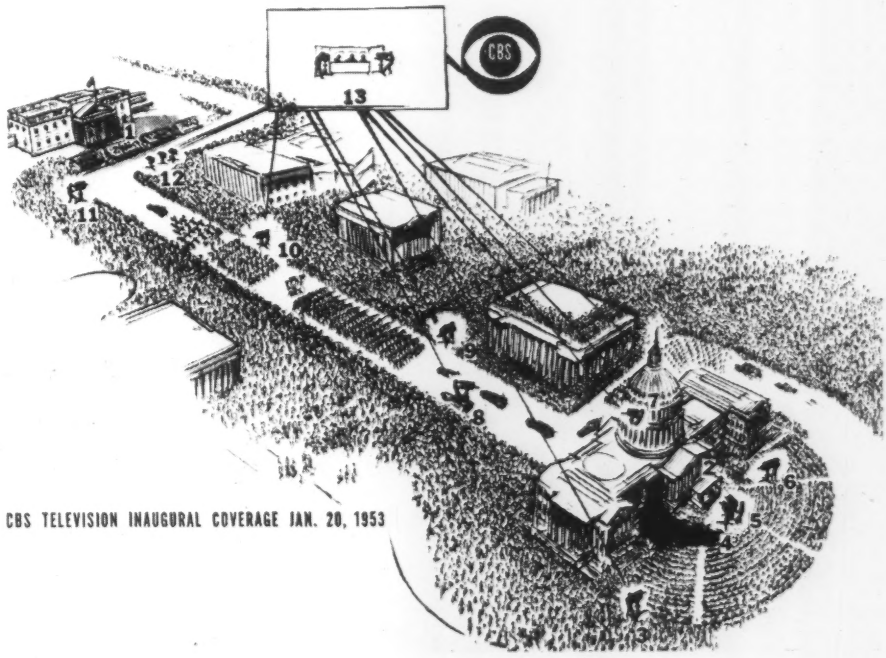
Mr. Church said nearly 100 persons would be on hand in Washington to write news bulletins, edit copy, and handle technical operations. He indicated an equal number will be stationed at other cities around the world, including Paris, London, Rome, Berlin, Tokyo, and in the U. S. to direct special pickups.

From 4-5 p.m. CBS Radio will broadcast a special program covering the entire story up to that time, including recordings expressing the reaction of legislators, statesmen, and the man in the street. This material will be edited for presentation by Irving Gitlin, who performed a similar chore at the conventions in Chicago last summer.

CBS-TV's coverage will be similar to CBS Radio's with the same personnel and schedule, with the exception that CBS-TV plans to remain on the air continuously until 4:30 p.m. Packard also is sponsoring CBS-TV coverage.

The network has planned two pre-inauguration features, *Inauguration Preview*, scheduled for yesterday (Sunday), 4-4:30 p.m., and *Inauguration City*, today, 3:30-4 p.m.

Overall supervision of the network's coverage will be handled by Sig Mickelson, director of news and public affairs.



CBS TELEVISION INAUGURAL COVERAGE JAN. 20, 1953

CBS-TV Inauguration coverage will involve more than 150 news, production and technical personnel. These men will be stationed at the swearing-in ceremony and along the parade route at these positions: (1) White House reviewing stand; (2) Inaugural platform at Capitol; (3, 4, 5 and 6) in front of the Capitol; (7) camera on the Capitol rotunda; (8) the CBS-TV mobile TV-camera-car in parade; (9, 10 and 11) along the parade route; (12) battery of three cameras covering the reviewing stand and White House grounds, and (13) master control in WTOP-TV studios where pickups from 14 cameras will be relayed to an estimated nationwide audience of more than 70 million persons.

NBC

NBC has planned its radio coverage from 11:30 a.m. to 2:30 p.m. and TV from 11:30 a.m. to 4:30 p.m. EST. General Motors has bought radio-TV coverage of all main events save the Inaugural Ball. Agency is Kudner Inc., which handled the Republican National Committee advertising activities during the political campaign.

NBC-TV coverage will be supervised by William McAndrew, director of public affairs, and will use over a dozen cameras strategically placed along the parade route from the Capitol to the reviewing stand. Gene Juster will assist him. Cameras will be located at the Apex and Treasury buildings, the Capitol and other points. Television coverage will be paced to the succession of events, while NBC radio will switch pickups as the occasion warrants.

Anchor men for radio-TV coverage will be Morgan Beatty and Clifton Utley, with assistance from a corps of network commentators. Focal TV switching point is the Wardman Park Hotel, home of NBC Washington facilities.

Commentators on radio include George Hicks, W. W. Chaplin and Leon Pearson; on TV, H. V. Kaltenborn, Richard Harkness, Earl Godwin, Merrill Mueller, David Brinkley and Frank Bourgholtzer.

Upwards of 125 staff personnel will work on the coverage, according to Mr. McAndrew. NBC coverage will be highlighted with use of a mobile TV unit (a Cadillac sedan) complete with studio-type electronic equipment and a hand-camera, plus other truck-size mobile units. Camera is smaller than a walkie-talkie used during the conventions and will be used for closeups, particularly of Gen. Eisenhower's reactions in the parade.

GM commercials will be institutional and will shy away from any association between the motor firm and certain aspects of the Inauguration which are bound to crop up (examples, NBC's use of a Cadillac sedan, any

XUM

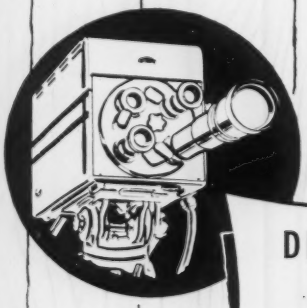
Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

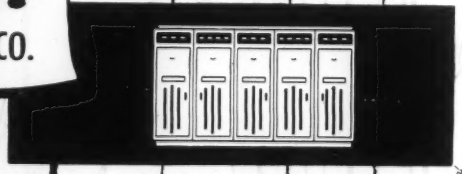
ON SCHEDULE

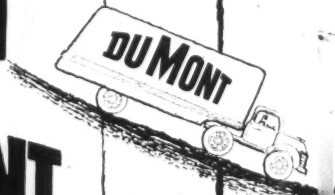


DESTINATION:

TUCSON, ARIZONA

OLD PUEBLO BROADCASTING CO.





All eyes in southern Arizona will turn to Channel 13 as the state's most powerful television station goes on the air.

KOPO-TV, Tucson, is another Du Mont-equipped station with a successful start assured through the "On Schedule" delivery of Du Mont equipment.

RUSH

DU MONT

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.

channel 13

The sun will shine approximately 336 days a year on KOPO-TV, Tucson, Arizona's most powerful TV station. The "Sunshine City", Tucson, is the county seat of Pima County, the main shopping area for southern Arizona.

Pima County, home of Davis-Monthan Air Force Base, offers a combination of the four "C's"—Copper, Cattle, Cotton, and Climate to induce industries such as Grand Central Aircraft and Hughes Electronics — and more tourists each year.

Arizona, the "Baby State", is growing by leaps and bounds.

Pima County is showing amazing gains—

POPULATION:

1940 Census	72,838
1950 Census	141,216
(93.9% gain)	
1952 Estimate	180,000
1960 Estimate	268,000

IN TUCSON
KOPO-TV

INCOME FOR CITY OF TUCSON:

Industrial Payroll	$ 44,695,000.00
Non-Industrial Payroll	41,000,000.00
Tourist Revenue ..... Over	33,000,000.00
As of November 1952, Total	Over $118,695,000.00

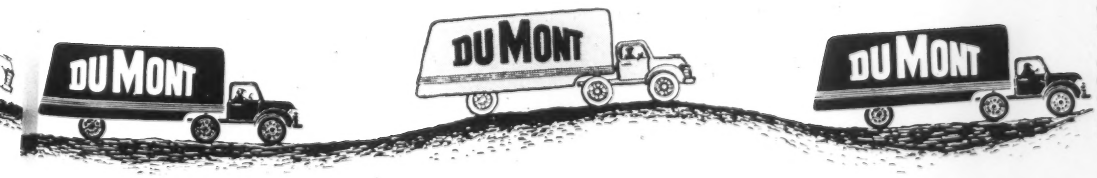
PIMA COUNTY INCOME REPORTED BY PRIVILEGE SALES TAX DIVISION:

1940-41	$53,417,607.00
1951-52	272,759,537.00

KOPO-TV

Principal Owner — Gene Autry
General Manager — E. S. Mittendorf
Engineered by Walter J. Stiles

KOPO-TV will boom your sales message to all the residents of Pima County and southern Arizona via the main track —



CHANNEL 13 KOPO-TV Tucson

OLD PUEBLO BROADCASTING COMPANY
115 West Drachman Street, Tucson, Arizona

GENE AUTRY

Affiliated with **CBS** *and* **DU MONT** *Television Networks*

TAKING part in ABC-TV cameramen's tests of the network's "white fleet" of Willys-Overland station wagon "miniature studio" jeeps to be used in tomorrow's ABC-TV coverage of the Eisenhower inauguration, are (standing in center) Merle Worster (l), Eastern TV engineering operations manager, and Frank Marx, engineering and general services vice president.

reference to Charles E. Wilson, GM president, etc.). NBC-TV will film all events for later network use.

ABC

Continuous broadcast of the proceedings will be made by ABC radio from 11:30 a.m. to 4:30 p.m. and from 11-11:15 p.m. ABC's sponsor is Willys-Overland Motors, serviced by Ewell Thurber Assoc. From 8-9 p.m. the network will present a special Inaugural Highlights program.

Heading the list of ABC commentators will be Walter Winchell, backed up by John Daly, Elmer Davis, Erwin Canham, Martin Agronsky, Paul Harvey, Quincy Howe, Walter Kiernan, Bryson Rash, Ted Malone, Leo Cherne, Ruth Crane, John Edwards, and Taylor Grant.

The network reported it will draw upon the resources of a staff of 100 specialists and plans to use more than 35 microphones in mobile and fixed positions.

Under the sponsorship of Willys-Overland, ABC-TV's reporting of inaugural proceedings will be the same as ABC radio's. It will run from 11:30 a.m. to 4:30 p.m., but the Inaugural Ball will be covered by ABC-TV for a full hour, 11 p.m. to midnight.

DuMONT

DuMont's coverage, as yet unsponsored, will begin at 11:30 a.m. and continue through 4:30 p.m. and include the ball from 11 p.m. to midnight. WABD (TV) New York, DuMont-owned station, will carry only the 11:30 a.m. to 1 p.m. portion of the ceremonies, covering the procession and the oath-taking and address.

From 10-11 p.m. DuMont will present films of the proceedings of the day.

The network will make its telecast of inauguration events available to WOR-TV New York from 11:30 to 1 p.m.

MUTUAL

Beginning at 11:30 a.m. Mutual will report Inauguration activities until 4:30 p.m. and continue at the Inaugural Ball at 11:30 p.m. Wildroot Co., Buffalo, will sponsor nine special broadcasts, with other segments of Mutual's schedule being made available as cooperative features for local and regional sponsorship.

Wildroot sponsorship will include two pre-inaugural broadcasts today from 10:30-10,35 p.m. and 11:30-11:35 p.m., plus seven Inauguration day segments: At 11:30 a.m., 12:55 p.m., 2, 3, 4, 10:30 and 11:30 p.m. BBDO, New York, is the agency servicing the Wildroot account.

Describing the swearing-in ceremonies for Mutual will be Fulton Lewis Jr. and Fred Fiske. Everett Holles and Hazel Markel will describe the inaugural procession. On-the-street descriptions of the crowd and reaction of spectators will be provided by Frank Singiser, Joseph McCaffrey, Wallace Fanning, Arnold Freeman, Willis Conover, and Ray Morgan.

The network plans to use about 75 persons to handle all details of the assignment.

Ike-Nixon Telecast Feb. 1

POST-INAUGURAL appearance of Gen. Eisenhower and Richard Nixon as U. S. President and Vice President on an American Legion *Back to God* telecast on NBC-TV Feb. 1, 1:30-2 p.m. EST, was announced by the network last week. President Eisenhower will speak from the White House and Mr. Nixon from the Center Theatre in New York, where the event will be held.

Independents and Others Plan Inaugural Coverage

Washington will be a busy place tomorrow for the radio-TV newsmen as well as for the countless politicians who will be in town. The independent station newsmen and the many "special" news reporters will be on hand.

RADIO-TV coverage of the Jan. 20 inauguration of President-elect Eisenhower and Vice President-elect Richard M. Nixon will include a number of independent radio and TV stations as well as the national originations by the networks.

Many Washington broadcast correspondents, as well as special newsmen on assignment for the historic ceremonies, plan to tape record or "shoot" with consumer type motion picture cameras the highlights of Inauguration Day from their seats on Capitol Hill and from other locations.

Only two direct broadcasts by independents have been arranged, according to Congressional Radio-TV Galleries officials. They are WOOK Washington and WKNX Saginaw, Mich. KSD St. Louis has also made arrangements to feed direct broadcasts to its home transmitter, but does not plan to feed the Capitol Hill oath-takings.

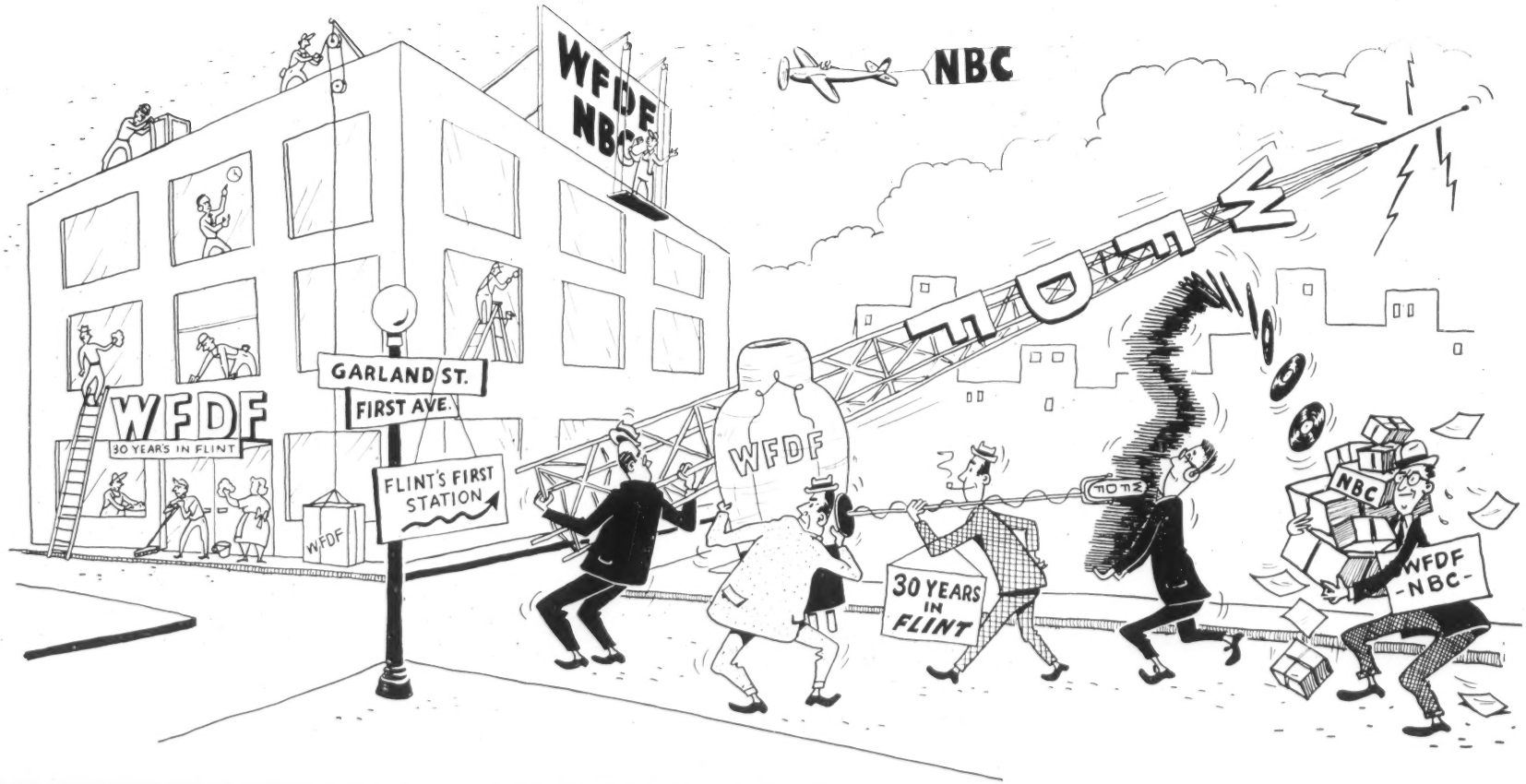
Plans for Pelay

In addition to independent broadcasters, British Broadcast Corp. and Voice of America have made plans to relay to Britain and the world respectively the memorable occasion.

The following stations among others have received credentials for coverage of the Capitol Hill ceremonies:

WGMS Washington; WGBI Scranton, Pa.; WLAM Lewistown, Me.; KWWL Waterloo, Iowa; WCSH Portland, Me.; WSAY Rochester, N. Y.; WDAS Philadelphia; WGAR Cleveland; WTUX Wilmington, Del.; WDEL Wilmington, Del.; WHGB Reading, Pa.; WERE Cleveland, O.; KCKN Kansas City; WIBW Topeka, Kan.; WJXN Jackson, Miss.; WORD Spartanburg, S. C.; WISC Madison, Wis.; WAPO Chattanooga, Tenn.; Radio Diffusion Francaise; KCNA Tucson, Ariz.; Crosley Broadcasting Co.; KGEZ Kalispell, Mont.; WCFM (FM) Washington; AP Radio; UP Radio.

THIS special camera-mounted Cadillac will be used to augment NBC-TV coverage of tomorrow's inauguration ceremonies. WNBW (TV) Washington's equipment is shown.



THINGS ARE MOVING IN FLINT, MICHIGAN!

SALES aren't the ONLY things that move (up of course) in Flint, Michigan.

WFDF has moved to its new quarters, GARLAND STREET AT FIRST AVENUE, and established one of the finest broadcasting centers in the Middle West.

On or about March 15th, America's First Network moves to Flint's First Station . . . Yes, Sir!—NBC MOVES TO W F D F!

and--

To move *your* product—do what thousands of successful advertisers have done—SEE FABULOUS FLINT on its WONDERFUL WFDF!

WFDF FLINT MICH.

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

REPRESENTED BY THE KATZ AGENCY

FLINT MICH. **WFDF**

FCC GRANTS 11 NEW TV STATIONS; JUNE MAY END UNCONTESTED LIST

Toting up TV grants, the Commission counts 305 authorizations of which 197 received the go-ahead after the freeze. To date 108 pre-freeze and 19 post-freeze stations are on the air of which seven of the latter are uhf. Some 700 applications remain in various stages of processing.

WHILE high FCC sources last week unofficially reported June as the target date for cleaning up virtually all pending uncontested TV applications, the Commission on Thursday announced grants for 11 more new stations, 6 vhf and 5 uhf, including the first TV outlets for Montana and North Dakota.

Only three states remain without TV authorizations—New Hampshire, Vermont and Wyoming—but applications are pending in these states.

This brings to 305 the number of TV stations authorized in the U.S., of which 197 have been granted since lifting of the freeze last April. Of the post-thaw permits, 11 are for non-commercial, educational stations.

As of last Thursday, there were 127 stations on the air, of which 19 represent outlets authorized since lifting of the freeze. Seven of these are uhf stations.

Processing on the city priority Group A-2 line (cities without service) was extended to No. 168, Rochester, Minn., where KROC received vhf Ch. 10.

St. Louis Gets Uhf

Processing on the Group B line (cities with service) did not go as far as the earlier grant to No. 183, Houston, Tex., where two uhf permits had been authorized [B•T, Jan. 12]. Top Group B city last week was No. 179, St. Louis, where Broadcast House Inc. received uhf Ch. 36. Principals in KSTL there have interests in the new uhf grantee.

There are about 700 applications, part in hearing, pending before FCC and awaiting processing.

Here are the new stations approved:

Great Falls, Mont. (City priority Group A-2, No. 108)—Buttrey Broadcast Inc. (KFBB), granted construction permit for vhf Ch. 5, effective radiated power of 8.9 kw visual and 6.5 kw aural, antenna height above average terrain 100 ft. Comr. Frieda B. Hennock dissented.

Fargo, N. D. (Group A-2, No. 114)—WDAY Inc. (WDAY), granted vhf Ch. 6, ERP 70 kw visual and 35 kw aural, antenna 170 ft.

Boise, Ida. (Group A-2, No. 135)—Idaho Broadcasting and Television Co. (KGEM), granted vhf Ch. 9, ERP 32 kw visual and 16 kw aural, antenna 2,050 ft. Previously granted: KIDO-TV, vhf Ch. 7.

Butte, Mont. (Group A-2, No. 144)—Copper Broadcasting Co. (KOPR), granted vhf Ch. 4, ERP 14.5 kw visual and 7.3 kw aural, antenna 350 ft.

Columbia, Mo. (Group A-2, No. 150)—Curators of U. of Missouri, granted vhf Ch. 8 (commercial), ERP 205 kw visual and 105 kw aural, antenna 800 ft.

Billings, Mont. (Group A-2, No. 152)—Rudman-Hayutin Television Co., granted vhf Ch. 8, ERP 12 kw visual and 6.2 kw aural, antenna 390 ft.

Salinas, Calif. (Group A-2, No. 164)—Salinas-Monterey Television Co., granted uhf Ch. 28, ERP 105 kw visual and 60 kw aural, antenna 2,340 ft.

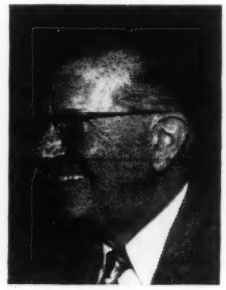
Rochester, Minn. (Group A-2, No. 168)—Southern Minnesota Broadcasting Co. (KROC), granted vhf Ch. 10, ERP 105 kw visual and 54 kw aural, antenna 639 ft.

Dallas, Tex. (Group B-2, No. 155) — UHF Television Co., granted uhf Ch. 23, ERP 220 kw visual and 115 kw aural, antenna 510 ft. Operating: KRLD-TV, vhf Ch. 4; WFAA-TV, vhf Ch. 8.

Louisville, Ky. (Group B-2, No. 156)—Robert W. Rounsaville (WLOU), granted uhf Ch. 41, ERP 240 kw visual and 125 kw aural, antenna 260 ft. Operating: WAVE-TV, vhf Ch. 5; WHAS-TV, vhf Ch. 9. Previously authorized: WKLO-TV, uhf Ch. 21.

St. Louis (Group B-4, No. 179)—Broadcast House Inc. (KSTL), granted uhf Ch. 36, ERP 275 kw visual and 145 kw aural, antenna 580 ft. Operating: KSD-TV, vhf Ch. 5. Previously authorized: WTVI (TV) Belleville, Ill., uhf Ch. 54.

Earl Reineke, president and general manager of WDAY Fargo, vhf Ch. 6 grantee, said he hoped to get on the air as soon as equipment could be installed, observing that the rigid winter might result in delays. RCA equipment is contemplated, he said, and the station hopes to become an NBC affiliate along with its sister AM operation. The WDAY representative is Free & Peters, which is expected to represent the television operation also.



Mr. Reineke

Frank Carman, president of KOPR Butte, vhf Ch. 4 grantee, asserted every effort would be made to place the station in operation as soon as possible. He likewise alluded to the rugged weather in the Butte area. KOPR is an ABC affiliate and Mr. Carman assumes the TV station will be an affiliate of that network. The national representative will be George P. Hollingbery Co.

Mr. Carman, who also heads KGEM Boise, vhf Ch. 9 grantee, said the new Boise TV station—which will transmit from a mountain top—will be placed in operation by fall "if the winter does not close us in." RCA equipment will be used, he said, and ABC affiliation is contemplated along with representation by George P. Hollingbery Co.

David Gentling, general manager of KROC, Rochester, Minn., vhf Ch. 10 grantee, said the station has a target date of April. RCA equipment was ordered in 1948, he asserted. Network negotiations will be undertaken at once. The national representative will be Robert Meeker Assoc. Inc.

Joseph P. Wilkins, president and general manager of KFBB Great Falls, awarded vhf Ch. 5, said changes are contemplated in location and design of antenna, but that every effort will be made to expedite operations. Indicated equipment is RCA, he said, and he looked for affiliation with CBS-TV. The national representative is Weed & Co.

William Ware, president of Broadcast House Inc., vhf Ch. 36 grantee at St. Louis, said DuMont equipment will be used. The estimated starting date, he said, is April 15. Negotiations have not started for network affiliation or national sales representation. Mr. Ware also is general manager and 25% owner of KSTL St. Louis, independent outlet.

On behalf of the U. of Missouri, commercial vhf Ch. 8 grantee, Lester E. Cox, Springfield and Kansas City broadcaster who serves as trustee and advisor to the school, said it is hoped to have the new Columbia station on the air within six months. While equipment has not yet been ordered, RCA is indicated, he said.

The operation will be unique, he said, in that the school plans to function as a laboratory for commercial television operations. It was for that reason the school applied for a commercial facility, he said.

Missouri's Plan

Mr. Cox and Frederick A. Middlebush, president of U. of Missouri, stated:

The U. of Missouri, under today's grant by the FCC for a television station in Columbia, will make use of this new facility for two major purposes.

The first is to serve as a vehicle for carrying the University's educational programs to all parts of the state of Missouri.

The second is to serve U. of Missouri students in a new field of professional and technical training. In this field, students will be given practical experience in television advertising, news dissemination and in all phases of the technical operation of radio and television staticns.

In conjunction with the new television station, and as a part of it, it is planned to develop a laboratory for the purpose of developing sound motion pictures of an educational nature for television. The laboratory will also make and furnish films for other television stations in the state, as well as transcriptions for radio stations. Under the University's plan, all radio and television stations within the state will benefit from this grant because the income from commercial programs through the University station, over and above the actual cost of operation, will be ploughed back into the filming and recording of educational programs.

These films will be available for use by radio and television stations throughout the state. The money to build this station has been provided, in the main, through gifts and grants hitherto made to the University and assigned by the Board of Curators for this purpose.

The television committee will now contact the national television networks and will do everything possible to obtain selected network programs so that the best of TV programs can be provided to people in this listening area, together with the educational programs. It is expected that it will be at least six months before the new television station will be in operation.

Through the addition of this new facility, the U. of Missouri will now take its place in the field of radio and television education in a manner similar to that enjoyed by its School of Journalism in the field of press communication.

FCC Stumbling Block

IT TAKES more than equipment to start a radio station—as three persons suspected of stealing broadcast fixtures found to their chagrin last week. The FCC turned down their application for a station license, although the three reportedly had $25,000 worth of stolen equipment in their possession—enough to apply for license.

Now being held for investigation by Middletown, Ohio, police, the trio reportedly stole equipment from stations in Ohio, Kentucky and Indiana. Their plans apparently fell through when the FCC denied their application, it was reported.

Among stations reportedly victimized were WNOP Newport, Ky.; WCMB Connersville, a cable relay station at Osgood, Ind.; WSLM Salem, Ind.; WMVO Mt. Vernon, Ohio, and WORX Madison, Ind.

MEMBERS of NARTB Code Review Board conferred Thursday with Sen. Charles W. Tobey (R-N. H.), Senate Interstate & Foreign Commerce Committee chairman. Front row (l to r): Walter Damm, WTMJ-TV Milwaukee; John E. Fetzer, WKZO-TV Kalamazoo, board chairman; Sen. Tobey; Thad Brown, NARTB. Back row, C. E. Arney Jr., NARTB; Ewell K. Jett, WMAR-TV Baltimore; Harold E. Fellows, NARTB president; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Edward H. Bronson, NARTB code affairs director.

TV IS WONDERFUL, TOBEY ASSERTS, BUT HE DEMANDS 'SQUARE DEAL'

In friendly session with NARTB code board, chairman of powerful Senate committee commends the industry for its good programs. But he warns stations and networks they may run into adverse public reaction if they get too commercial or relax ethical standards of their programming.

SEN. CHARLES W. TOBEY, who calls himself "just an ordinary fellow from New Hampshire," will keep a close watch on radio and television programs as he occupies the top government radio regulatory seat.

Long an enthusiastic radio listener and television viewer, the chairman of the powerful Senate Interstate & Foreign Commerce Committee isn't going to miss many electronic tricks —especially if they're off-color or over-commercial.

Chairman Tobey unfolded his TV and radio philosophy Thursday in a meeting with the NARTB Television Code Review Board (see code story page 54).

Senator States Views

The fiery New Hampshire Senator, who rose to nationwide fame through his castigation of criminals in telecasts of the famed Kefauver hearings, has definite views on the role of TV and radio in the nation's life. Moreover, it's obvious at this point that he won't hesitate to express his opinions—good or bad.

Before the NARTB code group could proceed with an explanation of its functions, Chairman Tobey interjected, "Your programs need improvement."

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, came back quickly with the answer, "That's the very job we aim to do."

"Television is the greatest medium we ever had, probably the greatest invention in history," Chairman Tobey said. "It's in its infancy. All I want is a square deal."

Mr. Fetzer explained that the code board has been in operation since last March and that TV stations subscribe to it voluntarily.

"What percentage of stations are in it?" Chairman Tobey asked. Mr. Fetzer said a hundred stations subscribe of 110-plus now on the air.

"Some of the stuff is trash," Chairman Tobey said. "At times you fellows seem to be concentrating on dollars, dollars, dollars. If you overdo the commercials, there's danger of bad public reaction. I listen every night. There are many wonderful programs. I enjoy them."

Mr. Fetzer said the code board is making "a conscientious effort to find out what the public wants."

"We study the programs carefully," he continued. "We review programs and commercials. We investigate hundreds of situations. We are making an earnest effort to find out what the public wants and are working out methods of finding out what people think of television service.

"After all, we live by sufferance of the American people. We have adopted this method of self-regulation. It has been in operation less than a year. We are trying to make self-regulation work."

"Something like a student council?" Chairman Tobey suggested.

"No," Mr. Fetzer answered. "It's way above that. It's a serious and voluntary effort by U.S. television stations to improve their product and serve the public interest."

NARTB President Harold E. Fellows detailed some of the code board's functions to the chairman and summarized the professional experience of its members.

Taking part in the conference, besides Messrs. Fetzer and Fellows, were J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; Walter J. Damm, WTMJ-TV Milwaukee; Ewell K. Jett, WMAR-TV Baltimore; Thad Brown Jr., director of television at the NARTB Robert K. Richards, NARTB assistant to the president and public affairs director; C. E. Arney Jr., NARTB secretary-treasurer; Edward H. Bronson, NARTB director of TV code affairs. Nicholas Zapple, of the Senate committee staff, presented the NARTB group to Chairman Tobey. Mrs. A. Scott Bullitt, KING-TV Seattle, a code board member, was not present.

President Fellows told Chairman Tobey how the code board operates, explaining that its members "sit in judgment on these programs."

Mr. Jett noted that TV networks and stations have their own continuity acceptance departments, with one network having 35 on the staff. "They eliminate thousands of offensive items that might have gone on the air," he said.

"Television's wonderful," Chairman Tobey said. "I wouldn't be without it in my home. I love it. You fellows have a friend in me. Come here any time. You have a friend here. I'm an ordinary fellow from New Hampshire. We're all free men. Anyone can tell me to go to hell. That's his right."

Turning to individual programs, the chairman asked, "What happened to that big fellow Saturday nights—Murray?" He was told Ken Murray would soon be back on the air.

"What happened to *We the People?*" he continued. "Is it the ratings? Can you believe those ratings? I've enjoyed *Amos 'n' Andy* 20 years. Why do they repeat programs? Run out of ideas? I'm just talking out loud." He was told there will be no more repeats on *Amos 'n' Andy*.

"Why don't you get that Sullivan to smile Sunday nights?" the chairman continued. "He's deathlike. Is that a fair criticism?"

As members of the board were leaving, Chairman Tobey repeated his invitation to the board and NARTB staff officers to "come here anytime."

After the meeting, the chairman was asked about his half-hour New York interview with President-elect Eisenhower in New York the day before. He wouldn't get specific, but conceded he might have discussed radio and television. "They're mighty important subjects," he added. Without going into details, he said he had discussed the FCC and many other regulatory agencies with the President-elect. "We covered a lot of ground," he said. "Most everything."

FTC Ad Probers Get New Boss

GOVERNMENT probers who poke through complaints of false advertising in radio, television and other media got a new boss the past fortnight. Appointment of Daniel J. Murphy as director of the Federal Trade Commission's Bureau of Anti-deceptive Practices was announced by FTC Chairman James Mead.

Mr. Murphy succeeds Richard P. Whiteley, named assistant chief of FTC's Litigation Division (under the same bureau). Mr. Murphy's post of assistant director in anti-deceptive practices went to William M. King, who also becomes chief of litigation.

The commission also reported on its activities for last October. Total of 1,049 radio and periodical advertisements were set aside for further study, with 663 channeled to the investigation division and 18 marked for litigation.

XUM

RADIO-TV BARRED FROM HEARING

Battle to gain equal treatment with the press is an unceasing one for the radio and TV media. Last week broadcast newsmen were banned by one Senate committee but were promised equality by another.

RADIO-TV was rebuffed last week in an attempt to cover a Congressional hearing, but received some encouragement from the chairman of another committee.

At the same time, Rep. Emanuel Celler (D-N. Y.) introduced a resolution (H Res 86) which would order the House Judiciary Committee to study the rights of witnesses before Congressional committees. He made it clear that the banning of microphones and cameras was one of the "rights" he felt witnesses should have.

Foreign Relations Bans Media

First and major committee meeting of the 83d Congress from which radio and TV as well as other "eye-witnessing" media were refused coverage rights, was the Senate Foreign Relations Committee hearing on the nomination of John Foster Dulles to be Secretary of State in the new Eisenhower Administration.

All media were permitted to participate in the opening phases of the hearing Thursday afternoon, but all except the press were required to depart before the Senators' questions to Mr. Dulles began.

Broadcast media newsmen were told to take the matter of Senate committee hearings coverage up with Sen. William F. Knowland (R-Calif.), chairman of the Senate Republican Policy Committee. Sen. Knowland, through his family, has an interest in KLX-AM-FM Oakland (*Oakland Tribune*).

On the encouraging side of the Congressional coverage picture, Sen. Joseph R. McCarthy (R-Wis.), chairman of the Government Operations Committee and of its Investigations Subcommittee, said last week that the use of radio and TV was discussed at the committee's organization meeting last Wednesday. He said that the matter will be decided "when the occasion arises." Previously, Sen. McCarthy said he favored permitting radio and TV to participate in Investigations Subcommittee hearings.

The Senate permits each committee to decide which media should be permitted to cover its meetings and hearings.

Rep. Celler's resolution calls for the Judiciary Committee, or a subcommittee, to study and draw up a "code of procedures" for the conduct of hearings and examination of witnesses before House committees.

To BROADCASTING • TELECASTING, the Brooklyn Congressman reiterated his opposition to permitting radio mikes and TV cameras—as well as newsreel cameramen and still photographers—to participate in covering House committee meetings. "Radio and television," he said, "are not the proper medium for Congressional committees."

Celler Raises Doubts

Some of the questions Mr. Celler asked were: (1) Why permit slanders and unconfirmed accusations to be broadcast to the public? (2) Who will decide what hearing shall be broadcast or televised? (3) Who is going to decide which advertisers shall be permitted to sponsor the hearings?

Another aspect which troubles Mr. Celler is his feeling that only the most dramatic Congressional hearings will be picked for broadcast coverage. "The most dramatic hearing is not always the most important," he said. "It's the hard-working, quiet committees that do the significant work—and they won't make a good showy radio or television program."

Mr. Celler has expressed himself in opposition to radio-TV coverage of Congressional hearings before.

However, House Speaker Joseph W. Martin Jr. (R-Mass.) has declared he feels it is up committee members to decide whether they wish to permit radio-TV to cover meetings. In this, he reversed a ruling by former Speaker Sam Rayburn (D-Tex.) which banned the broadcast media. Two weeks ago, first TV coverage of a House committee was permitted by the House Armed Services Committee in open hearings on air crashes [B•T, Jan. 12]. Other House committee chairmen also have said they would not object to radio or TV coverage [B•T, Jan. 12].

White Praises Ban Lift

PRAISE for lifting the ban on radio-TV coverage of House committee hearings was voiced Jan. 9 by NBC President Frank White. NBC, with permission of House Speaker Joseph Martin, made public the following telegram sent to Mr. Martin by Mr. White:

"Your decision to authorize committees to open House committee meetings to television and radio coverage if they so desire is greatly applauded by all Americans who understand that an informed public is one sinew of democracy's strength.

"We at NBC have repeatedly urged that television cameras and radio microphones be permitted wherever news is made in order to bring the best possible story of the event to the public, a task for which both broadcasting media are eminently suited. I hope committee chairmen will follow through so that the people will get the full benefit of your decision."

Katyn Forest—A Decade Later . . . . . AN EDITORIAL

FEW broadcasters may have understood the significance of a recent report by the Katyn Forest Massacre Subcommittee of the House in which, among other findings, the Congressmen announced there had been an effort by the World War II Office of War Information and the FCC to suppress certain news about that black crime against mankind.

The facts, after all, have become clouded if not forgotten during the passing years. It was in Katyn Forest more than 10 years ago that more than 5,000 of the finest young men of Poland were lined up, their hands tied behind them, and shot. The Nazis said the Soviets did it; the Soviets said the Nazis did it. The Katyn Committee has concluded, after long investigation, that the evidence in this sordid case points to Soviet guilt.

But a collateral conclusion by the committee is that certain officials of the wartime FCC and OWI joined in a move to prevent Polish commentators on U. S. broadcasting stations from expressing their viewpoints about the guilt of the Soviets. Several station managers and foreign-tongue commentators appeared before the Katyn Committee and testified to that effect.

Another who testified before that committee was Robert K. Richards, able assistant to the president of the NARTB. As long ago as 1942, Mr. Richards had reported to the Office of Censorship, where he was a broadcast censor during the war, that the War Problems Division of the FCC and the Foreign Language Section of the OWI were engaged in an effort which, whether by contrivance or not, was usurping the function of the only agency designated to supervise censorship.

Mr. Richards, with Edward H. Bronson—who now is NARTB's director of Television Code affairs and was then also a censor—undertook an exhaustive study of the OWI-FCC procedure. They discovered, and Mr. Richards later testified to the fact before a Select Committee of the House, that the Commission was granting temporary renewals to some foreign language broadcasters who failed to "take a hint" from OWI minions that certain of the station commentators were "undesirable." It was established conclusively that some good American citizens, both native born and naturalized, were removed from the air because of this pressure.

This was total suppression—the complete throttling of opinion—a kind of censorship not even justified in wartime. As a result of the investigation, the courage of certain foreign language licensees and the decisiveness of Byron Price, who was director of censorship, this excursion into the field of program control was broken up.

Mr. Richards and Mr. Bronson would have won no popularity contests among certain licensees and many staff members of the Commission and OWI in 1943 when their findings were publicized. The Select Committee investigation was an ill-starred one—but the latter-day Katyn Forest Committee report has confirmed their findings. Perhaps it is not too late, although a decade has passed, to bow in the direction of these two gentlemen, who may have made a unique contribution to free broadcasting in this nation.

Surely there is an old lesson to be learned anew: That vigilance against program control by Government must be eternal.

Meet BIG MIKE

Meet BIG MIKE . . . the Midwest's biggest entertainer and salesman. BIG MIKE is the pacesetter for an Empire! In this land of plenty . . . too real to be fabulous . . . lives BIG MIKE, physical trademark of the Big Station KFAB. BIG MIKE knows everybody . . . everybody knows BIG MIKE. He's the biggest, most powerful voice in the land. When he speaks . . . people in five states listen . . . they act, they buy. BIG MIKE is the powerful influential, friendly index to a $2,000,000,000 market, a market made up of 2,000,000 busy, friendly people . . . who live and work in the perfect balanced economy of agriculture and industry. Hear the BIG MIKE-KFAB story, from General Manager Harry Burke or Free and Peters.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

BIG MIKE IS THE PHYSICAL TRADEMARK OF KFAB, NEBRASKA'S MOST POWERFUL STATION —

Thank You, Mr. Sperry . . . !

● D. C. (Clem) Sperry, advertising manager of the Oklahoma Tire & Supply Co., is an astute buyer and staunch advocate of radio advertising. He places advertising on 58 radio stations in the four-state area served by his firm's 207 stores. Above Mr. Sperry holds plaque awarded his company and KTUL as "first prize" in the automotive division of the BAB "Radio Gets Results" contest last March.

Oklahoma TIRE & SUPPLY CO.
QUALITY PRICE

HOME OF BETTER VALUES

GENERAL OFFICE and WAREHOUSE
6901 E. Pine Street P. O. Box 885
TULSA, OKLAHOMA

December 20th, 1952

Mr Bud Blust, Sales Mgr.
Radio Station KTUL
Boulder on-the-park
Tulsa, Okla.

Bud :

I wonder if you and the other members of your sales staff realize just what a fine job your Sales Promotion Manager, George Ketcham and his efficient staff have been doing for KTUL thru' these past ten years.

As you perhaps do not know, I maintain a file in my office for all of the radio stations in our operating area...some seventy-five or eighty stations in all. Thru' the year sales promotion material is received from many of these stations, some of it is good, some is not so good, nevertheless all of this material is filed for future reference.

Ever so often I delve thru' this file and "weed-out" this material to make room for new material. I have been engaged in this activity thru' this past week. I knew I had received a lot of good material from KTUL from time to time, but until this week, I did not realize how much more of this material I had received from KTUL than I had received from any other radio station in our area. Good material too, the kind that fairly "rings the bell" in the time buyer's mind. And since I "uncovered" this experience this week, the thought just occured to me that you and your sales staff might have overlooked the fine job that George has been doing to help them to "sell" KTUL. So, now my friend, you have a reason for this letter. Believe you me, I for one, "bow" to George Ketcham for the help he has given me thru' his many sales promotional pieces, down thru' the years. And, I certainly think he deserves a real "pat on the back" for a job well done.

With every good wish for Ktul's continued success, I am,

Cordially yours,

D.C. Sperry, Adv. Mgr.

DCS/ng
Copy to Watts-Payne

● L. A. (Bud) Blust, assistant general manager and general sales manager of KTUL Tulsa, and KFPW Fort Smith, Ark.

● George L. Ketcham, general promotion manager of KTUL and KFPW.

• It's That *"EXTRA EFFORT"* That Makes KTUL the *PREFERRED* SELLING FORCE In The Rich Trade Area of TULSA and Eastern OKLAHOMA.

• Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ACTION STATION

KTUL TULSA

CBS **RADIO** In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

FCC REPORTS ON FISCAL '52

Budget cuts curtailed activity but non-broadcast workload was onerous.

MAGNITUDE of FCC's nonbroadcast workload is pointed up in the Commission's annual report to Congress this week by Chairman Paul A. Walker. The report covers Commission progress for fiscal 1952, the year ending June 30, 1952.

"Because it enters the home, broadcasting commands so much popular interest the average person does not realize that there are now 45 times more nonbroadcast stations than there are broadcast stations, and that the former are equally important to the public interest and convenience," the report states. It explains:

In other words, more than 200,000 radio authorizations are held by public agencies and by private industry and individuals as compared with less than 5,000 stations engaged in program broadcast. The broadcast total includes about 1,200 pickup and studio-transmitter links. The nonbroadcast figures, on the other hand, do not indicate the actual number of transmitters involved, since a single authorization—as in the case of a police or fire department, railroad, taxicab company, etc.—can cover many portable or mobile transmitters. Thus, the safety and special radio services collectively represent nearly 540,000 transmitters operating on the land, on the sea and in the air.

The report notes the increasing use of radio over other methods of communication and explains that today radio is being utilized for about 60 different kinds of services in the U. S.

"As a result," the report says, "the number of radio authorizations on the books of the Commission this year, for the first time, exceeded the 1,000,000 mark."

Highlights of matters concerning broadcasting in fiscal 1952 are considered in the report to include:

● Lifting of the 3½-year TV freeze on April 14, 1952, opening up 70 uhf channels which with the existing 12 vhf channels would allow some 2,000 stations in nearly 1,200 communities.

● Increase of AM station authorizations to 2,420, 35 more than on June 30, 1951, with fewer AM stations being deleted than during either of the previous two years.

● Decrease of only 11 commercial FM station authorizations to total of 648, in contrast with 73, 133 and 155 for the previous three years respectively, while the number of licensed FM stations grew from 534 to 582.

● Proposal to add 540 kc to broadcast band.

● Interference complaints required more than 10,000 field investigations, almost 500 more than in 1951, while 6,817 related to TV (6,002 in 1951). Complaints of interference to AM reception decreased to less than 2,300.

● Number of violation notices for all radio services, issued after monitoring detection, mounted to 10,139—1,360 over 1951, but broadcast notices were not detailed.

● Drastic reduction in number of broadcast station inspection as result of budget cuts and travel limitation—to total of 532 (1,490 station inspections in 1951). For 1952, AM station inspections totaled 444 (compared to 1,242 in 1951) while FM totaled 65 (204 in '51) and TV 23 (44 in '51).

● Enactment in October 1951 of Public Law 200, 82d Congress, implementing the Conelrad plan to prevent use of broadcast signals as "homing" device by attacking enemy forces.

● Enactment on July 16, 1952, of Public Law 554, 82d Congress, known as the McFarland Act, amending the Communications Act and revising Commission operating procedure.

In a section devoted to national defense, the report observes, "The widespread network of communication so essential to the nation's defense also includes broadcasting. Apart from its morale consideration, this service has to play its part in civilian defense through its ability to bring information to the public with instantaneous speed."

Respecting Conelrad, the report points out that "from the standpoint of persons whose equipment is involved, the program has been a voluntary and cooperative one. Thus far, the Commission has given primary attention to the broadcast stations.

"The response of the broadcasters has been excellent. In fact, their assistance has been so productive that the Commission has been able to develop a sound basic plan for altering broadcast stations and controlling their operations . . . to confuse an enemy."

High praise is given in the report for amateur radio station operators and their role in emergency and disaster events. However, the problem of interference to TV reception also is noted. The report states:

Interference to the reception of television broadcasting continues to be a matter of concern to the Commission and to amateurs throughout the United States. The Commission is continuing to conduct studies with a view to clarifying individual responsibilities in cases where the operation of amateur stations causes interference to TV reception; however, definite standards have not yet been adopted. . . .

The Commission's field engineers, individual amateurs, and amateur committees have accomplished outstanding results in clearing many interference cases. Upon investigation, a great number of cases attributed to amateur operation have been found to be due to other causes. In a majority of cases where the interference was due to an amateur station, the inherent sensitivity of TV receivers to frequencies outside the TV channels has been the fault. Usually, simple filtering and shielding applied to the TV receiver has eliminated the interference. In most cases where the radiation of spurious and harmonic emissions by an amateur transmitter in the TV channels has caused interference, the amateurs have been able to satisfactorily eliminate such interference.

An extensive portion of the report is devoted to developments in AM, FM and TV, including a summary of the television freeze and the reallocation proceeding. Curtailment of activity because of budget cuts is noted.

A breakdown of the Commission's fiscal 1952 income and expenditures follows:

Appropriation	
Regular appropriation (salaries and expenses	$6,116,650
Supplemental	468,900
Total funds available	$6,585,550
Obligations	
Personal services	$5,957,642
Travel	76,370
Transportation of things	13,998
Communication services	152,183
Rents and utilities	48,247
Printing and reproduction	29,225
Other contractual services	62,312
Supplies and materials	137,295
Equipment	107,419
Refunds, awards, and indemnities	20
Total obligations	$6,584,711
Savings, unobligated balance	839
Total	$6,585,550

Three Sales Approved

APPROVAL of the sale of WNER Live Oak, Fla., was among three transfer grants made by FCC last week. Norman O. Protsman, general manager of WNER, bought the station for $40,000. Transfers approved by the Commission:

WNER Live Oak, Fla.—Live Oak Bestg. Co. Granted assignment of license from John A. Boling to Norman O. Protsman; consideration $40,000 (BAL-1484).

WMAN Mansfield, Ohio—Richland Inc. Granted consent to Ruth Rubin, Executrix of Monroe F. Rubin Estate, to transfer control to Ruth Rubin, et al., heirs. No monetary consideration (BTC-1431).

KRCT Baytown, Tex.—Bay Bestg. Co. Granted consent to W. B. Bates, et al., to transfer control to Frank W. Sharp (who acquires 55% interest) and W. D. Christmas (who acquires 45%); consideration $29,980 (BTC-1421).

KEN JAMES, host of WOW-TV Omaha's *Cup & Saucer Club*, interviews a special guest, Mrs. Ivy Baker Priest, who becomes Treasurer of the United States in the new administration.

Truman Hopes To Be Back On Radio, TV Hookups

PRESIDENT Harry S. Truman hopes his Thursday night radio-television talk will not be his last broadcast contact with the American people.

Talking to a B•T reporter prior to his final radio-press conference Thursday, the President indicated he has cherished the opportunities to make known his views in a personal manner by reaching the firesides of nearly every home in the nation.

"We're hoping you'll be heard frequently on radio and television after you leave the White House," the President was told.

The Chief Executive replied that he hoped so, too.

Though the President is reported to have received many offers to write his memoirs or appear on radio and TV, he refused at his news conference to give any indication of his plans. He added that no ex-President should take advantage of the prestige of the office by using communications media unfairly. He put President-elect Eisenhower on the spot by suggesting that news conferences provide a necessary contact between the White House and the nation. The President-elect has been quoted as being uncertain about continuance of weekly radio-press sessions.

House Info. Post to Sullivan

NEW Co-Ordinator of Information in the U. S. House is Lawrence Sullivan, former newspaperman and author and since 1936 research assistant to Republican leaders Rep. Bertrand H. Snell (N. Y.) and Speaker Joseph W. Martin Jr. (Mass.).

Mr. Sullivan succeeds Francis M. LeMay of Alabama. Mr. LeMay will remain with the House group as economic research editor. The Co-ordinator of Information acts as a fact finder for House members.

Mr. Sullivan, a native of San Francisco, headed the Hoover Commission's task force on publicity and public relations operation in the federal government. He is an active member of the National Press Club, and was treasurer and member of the board of the Professional Chapter of Sigma Delta Chi, national journalism fraternity.

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Because the shows are always the greatest—the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946.

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MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

SENATE COMMERCE GROUP ORGANIZED

Sen. Charles W. Tobey (R-N.H.) as the top man on the Senate Interstate & Foreign Commerce Committee says he will maintain a firm grasp on communications.

ACTIVE interest in broadcasting, as well as other types of communications, will be maintained by Sen. Charles W. Tobey (R-N.H.), the chairman of the Senate Interstate & Foreign Commerce Committee said last week. He said he would be chairman of the Communications Subcommittee, as well as of the full committee. Sen. Tobey already has interceded in the ABC-United Paramount Theatres merger case (see separate story on page 50).

Appointment of Robert D. L'Heureux as chief counsel and director of the Commerce Committee's professional staff also was announced by Sen. Tobey last week. Mr. L'Heureux, who comes to the Commerce Committee from the position of chief counsel of Senate Banking & Currency Committee, like Sen. Tobey is from New Hampshire. He graduated from St. Anselm's College, Manchester, N. H., in 1934; Georgetown U. Law School in 1938. He holds masters in law and arts from Georgetown U. and George Washington U., also Litt. B. from U. of Montreal. Since June 1950 he has been counsel to the Joint Committee on Defense Production. Working with Mr. L'Heureux will be Nicholas Zapple, communications specialist on the staff.

Senate Commerce Committee, which has jurisdiction over broadcasting and the FCC, as organized last week comprises GOP Sens. Homer E. Capehart (Ind.), John W. Bricker (Ohio), Andrew F. Schoeppel (Kan.), John M. Butler (Md.), John Sherman Cooper (Ky.), Dwight Griswold (Neb.) and Charles E. Potter (Mich.), and Democratic Sens. Edwin C. Johnson (Col.), Warren G. Magnuson (Wash.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.).

New Committee Faces

New to the committee are Sens. Schoeppel, Butler, Cooper, Griswold, Potter, Pastore, Monroney and Smathers. Lost to the committee were Sens. John J. Williams (R-Del.) appointed to Agriculture and Banking and Currency Committees; Owen Brewster (R-Me.), defeated; James P. Kem (R-Mo.), defeated; Ernest W. McFarland (D-Ariz.), author of the McFarland Communications Act and Majority Leader in the last Senate, defeated; Brien McMahon (D-Conn.), died, and Herbert R. O'Conor (D-Md.), retired.

Sen. Capehart is chairman of the Senate Banking & Currency Committee as well as a member of the Commerce Committee. Sen. Johnson (Tex.) is Minority Leader in the Senate.

Sen. Bricker was the author of a resolution (S J Res 28) in the 82d Congress calling for an FCC study of educational TV.

In other committee assignments in the upper house, Sen. Leverett Saltonstall (R-Mass.) was made chairman of the Independent Offices Subcommittee (FCC appropriations among others) of the Senate Appropriations Committee. This committee is chairmanned by Sen. Styles Bridges (R-N.H.). Among other Senate committee chairmen of interest to broadcasters were the following:

Finance, Sen. Eugene D. Millikin (R-Col.); Foreign Relations (Voice of America), Sen. Alexander Wiley (R-Wis.); Government Operations (including FCC), Sen. Joseph R. McCarthy (R-Wis.); Judiciary, Sen. William Langer (R-N.D.); Labor and Public Welfare, Sen. H. Alexander Smith (R-N.J.), and Rules, Sen. William E. Jenner (R-Ind.).

Sen. Prescott Bush (R-Conn.), until recently a board member of CBS, was named to Banking & Currency and Public Works. Sen. Edwin C. Johnson (D-Col.) was named to Finance in addition to Commerce. Sen. Lyndon B. Johnson, whose wife owns KTBC Austin, Tex., was named to Armed Services as well as Commerce group. Sen. Robert S. Kerr (D-Okla.), who has stockholdings in WEEK Peoria, Ill., and KRMG Tulsa, Okla., was named to Finance and Public Works. Sen. William F. Knowland (R-Calif.), whose family has stockholdings in the *Oakland* (Calif.) *Tribune* (KLX-AM-FM), was named to Appropriations and Foreign Relations.

Congressional Critics Vocal On Govt. 'Star' Suit

CONGRESSIONAL criticism of the government's anti-trust suit against the Kansas City Star Co. (WDAF-AM-TV) mounted last week, with freedom of the press raised as an issue.

Latest critic of the Justice Dept. action and grand jury indictment was Rep. J. P. Hillelson (R-Mo.), a House freshman. He told colleagues that "if and when the *Kansas City Star* is vindicated, then I intend to press to find out if this was politically inspired and those who were responsible for it." If so inspired, he indicated, freedom of the press would be involved.

Rep. Hillelson thus joined Sen. Frank Carlson (R-Kan.) in scoring the allegation that the Star Co. is "monopolizing the dissemination of news and advertising" in Kansas City. Sen. Carlson described the suit as "punitive action" by the retiring Democratic Administration. The Justice Dept. civil suit also asked revocation of the licenses of WDAF-AM-TV, owned by the Star Co. [B•T, Jan. 12].

The publishing firm has less than 60 days to withdraw pleas and enter appropriate motions. Roy A. Roberts, president of the Star Co., and Emil A. Sees, *Star* advertising director, were arraigned on the charges Jan. 9. Their counsel entered pleas of not guilty. The defendants were not required to appear [AT DEADLINE, Jan. 12].

Mr. Roberts has promised the firm will file for a bill of particulars "so that we will know what we have to meet and prepare our defense accordingly," and assured "there will be no unnecessary delay" in bringing actions to a final hearing.

Truman Accepts Resignations Of Secretaries Sawyer, Kimball

ROUTINE resignations of Secretary of Commerce Charles W. Sawyer and Secretary of the Navy Dan Kimball, both identified with radio properties, were submitted to President Truman last week.

Mr. Sawyer, owner of WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, will return to his broadcast and other interests. Mr. Kimball has been re-elected vice president and director of General Tire & Rubber Co., which owns majority stock in MBS as well as Yankee and Don Lee networks [AT DEADLINE, Jan. 12]. Mr. Truman lauded their accomplishments in accepting the resignations, effective tomorrow (Tuesday).

McCARTHY HITS MADISON TV CP

In letter to the FCC, the Senator protests 'Times' editors' participation.

SEN. JOSEPH R. McCARTHY (R-Wis.) has protested an FCC grant of a TV application by Badger Television Co. for Ch. 3 in Madison.

In a Jan. 8 letter to FCC Chairman Paul A. Walker, the Wisconsin Senator said he wanted to "bring evidence to the Commission showing that it would be against the public interest to have either Mr. Evjue (William T. Evjue, editor of *Capital Times* and president of the applicant) or Mr. Parker (Cedric Parker, city editor of *Capital Times*) exercising any control over a television station."

He asked the Commission to tell him if it wanted his evidence and when it desired that he present it. As of this week he had not received a reply.

Badger Television is a combination of two TV applicants—WIBA and Television of Wisconsin Inc. [B•T, Dec. 22, 1952]. WIBA is owned by the same interests which publish *Wisconsin State Journal* and *Capital Times*, both of which opposed Sen. McCarthy's bid for re-election as well as before.

Other Stockholders

Among the other stockholders in Badger is William E. Walker, who has interests in WMAN Marinette, Wis.; WESK Escanaba, Mich.; KXGI Ft. Madison, Ia., and WBEV Beaver Dam, Wis.

Opposing Badger's application for Ch. 3 is WISC Madison, which is half-owned by the *Superior* (Wis.) *Telegram*.

Meanwhile, Sen. McCarthy has ordered the staff of the Senate Government Operations Investigations subcommittee to look into complaints of "favoritism" and "incompetence" in the FCC from "half-a-dozen" Senators [B•T, Dec. 8, 1952]. Investigating staff comprises Roy M. Cohn, chief counsel, and Robert Kennedy, brother of newly-elected Sen. John F. Kennedy (D-Mass.), assistant counsel. GOP members of the Investigations subcommittee in addition to Sen. McCarthy are Sens. Karl E. Mundt (R-S. D.), Charles E. Potter (R-Mich.) and Everett M. Dirksen (R-Ill.). Democratic members are Sens. Stuart Symington (D-Mo.), John L. McClellan (D-Ark.) and Henry M. Jackson (D-Wash.).

In the first meeting of the Senate Judiciary Committee, which is chairmanned by Sen. William Langer (R-N. D.), it was decided to continue the work of the communist-hunting Internal Security Subcommittee. One of the units of the Internal Security Subcommittee has been investigating red infiltration in the entertainment and radio-TV industries [B•T, Nov. 29, 1, 1952]. Although the Internal Security Subcommittee chairman has not been named, Sen. William E. Jenner (R-Ind.) has indicated that he would head the probers.

Bill on Foreign Identity

REQUIREMENT that foreign agents or those persons representing foreign governments identify themselves as such when broadcasting or writing articles was proposed last week by Rep. Chauncey W. Reed (R-Ill.).

In a bill (HR 1069), referred to House Judiciary Committee, penalty for not so representing themselves in a preface to the broadcast or writing would be a fine of not more than $10,000 or five years' imprisonment, or both.

XUM

ABC-UPT MERGER STILL PENDS; FCC STAFF DRAFTING DECISION

The Commission is eying Capitol Hill for word from Sen. Tobey on proposed hearings on motion picture-TV mergers—but won't necessarily hold up its approval of the examiner's initial favorable report.

FATE of the merger of ABC and United Paramount Theatres remained undetermined last week as the FCC:

(1) Awaited word from Sen. Charles W. Tobey (R-N. H.) on when he would hold hearings on the question of motion picture and TV mergers.

(2) Had its staff working on a final decision which in the main was an acceptance of the examiner's initial favorable report.

Sen. Tobey, chairman of the powerful Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio and TV, remains firm in his plan to hold a hearing on the subject, he told BROADCASTING • TELECASTING last Thursday.

Still Opposes Merger

Plans will be made for the hearing this week, he said. He declared that all—or most—members of the Senate Commerce Committee would be invited to sit in on the hearing.

Still opposed to approval of the merger, he restated what he had wired the FCC two weeks ago—that he doubted that the Commission had the legal right to approve it [B•T, Jan. 12].

Vehemently, he claimed that the merger would "vitiate" the anti-trust laws and that it would be against the public interest.

He called the hearing he was planning to hold on the merger "important." He will call ABC, UPT and Paramount Picture officials, he said, as well as FCC commissioners and others.

In response to a question, he said that he had been thinking about a special counsel for the hearing, but that he had not yet made up his mind.

Committee Meets Today

Sen. Tobey said flatly he had not spoken to President-elect Eisenhower about the merger case when he saw him in New York last Wednesday.

The Senate Commerce Committee is scheduled to meet for the first time today (Monday) on the confirmation of Sinclair Weeks to be Secretary of Commerce in the Eisenhower cabinet. It is believed that the Committee will be organized during these sessions or immediately thereafter.

A check with most carryover members of the Commerce Committee indicated that Sen. Tobey had not spoken to anyone but Sen. Edwin C. Johnson (D-Col.) about the merger case. He told Sen. Johnson, who was the Democratic chieftain of the Committee during the 82d Congress, that he was planning on holding a hearing on the subject.

In his Jan. 7 wire to the Commission, Sen. Tobey said that the Senate Commerce Committee would hold a hearing "sometime in the next two weeks" on the ABC-UPT merger. In fact the wire read ABC-"Paramount Pictures" merger.

Sen. Tobey's wire also said that the hearing would be held to determine whether or not legislation should be prepared to prevent such mergers. He said that the hearing would also consider applications for educational TV channels.

In addition to Sen. Tobey, Sen. William Langer (R-N. D.) also objected to the approval of the merger [B•T, Dec. 8, 1952]. Sen. Langer is the chairman of the Senate Judiciary Committee.

One aspect of the Tobey intervention in the ABC-UPT merger case was made clearer last week. It was learned on best authority that the Commission would not have gotten out its final decision on the case in less than three weeks after the oral argument. Thus, the Commission cannot be said to be holding up the decision while awaiting further word from the New England Senator.

Webster Opinion Expected

Additional aides have been furnished Comr. Frieda B. Hennock, who has maintained that she needed help in preparing her dissent. Also expected to issue some sort of separate opinion is Comr. Edward M. Webster, who apparently is ruffled by the contention of the Paramount parties that their transfers are involuntary.

The General Counsel's office, it was understood, is preparing the majority opinion.

Meanwhile, the FCC last week figuratively threw back at Atty. Gen. James McGranery his suggestion that the Commission deny the merger.

The Attorney General in a Jan. 7 letter to FCC Chairman Paul A. Walker pointed out that approval of the merger might (1) encourage other motion picture theatre owners to merge with radio-TV interests and thus "present serious competitive problems;" (2) block the entrance of new entrepreneurs into motion picture exhibition, radio or TV; (3) give the merged company too great an advantage in purchasing films, and (4) result in the subordination of radio and TV to motion picture theatres.

The FCC's reply was a cold recital of the facts of the case and an insistence that it was still in the "adjudicatory" stage and must be decided on the record. It also pointedly referred to the fact that it would be "unlawful and inappropriate" for the Commission to "entertain contentions advanced by non-participants in the proceeding."

Jones' Denunciation

The latter point was in reference to the Broadcast Bureau's attempt to persuade the Department of Justice to assist it in trying the Paramount case. The Justice Department's refusal to participate caused former Comr. Robert F. Jones to issue a scathing denunciation late in 1951 [B•T, Dec. 10, 1951].

In addition to the merger, the Paramount case involves the sale of WBKB (TV) Chicago to CBS for $6 million after the merger is approved; the finding that Paramount Pictures does not control Allen B. DuMont Labs. through its 25% stockholdings in the latter company; and the transfers of various radio and TV properties from the old Paramount Pictures Inc. to the new UPT and Paramount Pictures Corp.

3 Washington State Issues Affect Broadcast Interests

THE WASHINGTON State Legislature which convened last Monday, faces at least three proposals important to broadcasters during its current term.

They are: Access for all media to administrative hearings, increased appropriations for state advertising and action toward establishment of educational television stations in at least 17 cities (see story, page 106).

State Sen. Albert D. Rosellini, Democratic floor leader, said he plans to introduce a bill requiring all state administrative hearings to be thrown open to public, press, radio and TV.

The Washington State Advertising Commission, under chairmanship of Loren B. Stone, general manager of KBRO Bremerton, planned to propose that up to $550,000 of receipts from the existing 3% transient room tax be put in a fund for tourist promotion.

The proposal is expected to have the backing of newspapers, radio and television stations, although the funds would be spent in out-of-state advertising.

The state's advertising account for tourist business has been handled in recent years by MacWilkins, Cole & Weber, Seattle agency.

KPLN License Application Designated for Hearing

APPLICATION by Leo Howard trading as Mid-South Broadcasting Co. for a license to cover construction permit for KPLN Camden, Ark. (1370 kc, 1 kw day), was designated for hearing by the FCC last week on issues involving possible misrepresentation of facts on ownership.

The Commission said it wished to determine whether the construction permit granted to Mr. Howard for KPLN, or the rights and responsibilities, "have been transferred, assigned or disposed of, directly or indirectly," without FCC's consent.

The Commission said it wanted information on methods of financing construction and operation of KPLN; on all contracts and agreements between Mr. Howard on one hand and George L. Byars, C. T. Mullins and David Crockett on the other; on their participation, along with Randolph James, in financing and construction, and on ownership of KPLN's physical facilities.

Also sought is information which would enable FCC to determine authority and control by the permittee, whether he concealed facts on his own financial qualifications and whether execution of any contracts violated the Commission's rules and regulations.

Four New AM Grants

FOUR construction permits for new AM stations were granted by FCC last Thursday, and one company was granted a new CP to replace an expired permit. Two of the CPs for new stations are for Indianola, Miss. Total AM stations authorized now is 2,629. New grants:

Indianola, Miss. — Central Delta Bestg Co. Granted 1380 kc 500 w daytime; engineering condition (BP-8458).

Indianola, Miss.—W. W. Chapman. Granted 900 kc 250 w daytime, engineering condition (BP-8521).

Coudersport, Pa.—Farm & Home Bestg. Co. Granted 600 kc 500 w daytime; engineering condition (BP-8374). (Comr. Eugene Merrill did not participate; Comrs. E. M. Webster and Frieda Hennock dissented.)

Emporium, Pa. — Elk - Cameron Bestg. Co. Granted 1340 kc 100 w fulltime (BP-8265). (Comrs. E. M. Webster and Frieda Hennock dissented.)

WANA Anniston, Ala. — Anniston Radio Co. Granted CP to replace expired CP (BP-8119) for 1490 kc 250 w fulltime; engineering condition (BP-8688).

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Long List of Witnesses On Theatre-TV Agenda

FCC will take up policy questions on the movie industry's request for group of exclusive video frequencies.

LIST of theatre-TV witnesses and synopsis of the subjects on which they will testify were submitted to the FCC last week by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee.

Also filing were NARTB, AT&T, Western Union and a number of other organizations.

Theatre-TV hearings resume at 10 a.m. Jan. 26 before the Commission *en banc* in the Dept. of Commerce auditorium. They will be concerned with policy questions on the motion picture industry's request for exclusive frequencies for theatre-TV. Preliminary hearing last fall covered engineering and accounting [B•T, Oct. 27, 1952].

At that time, motion picture witnesses asked for 360 mc in the 5925-6875 mc band. As alternatives, the theatre-TV witnesses requested that the closed circuit service be classified as an industrial radio service in the 6575-6875 mc, or that it be given a home in the spectrum above 10,700 mc. The space would be used for three two-channel theatre services. Each channel would be 30 mc.

Accounting witnesses said that a nine-city New York-Washington system would cost between $50 and $60 million to build and about $2 million a year to operate [B•T, Nov. 3, 1952].

Economic Study of Theatre TV

In addition to submitting lists of witnesses and summaries of testimony, the MPAA and NETTC communication also included four exhibits. One was an economic study of theatre TV by Manfred Toeppen, California consultant, and the other three were technical reports.

NARTB called attention to the fact that it intended to participate in the cross-examination of witnesses and to offer rebuttal testimony.

Motion picture witnesses, and their affiliations, are as follows:

Roger Albright, MPAA; Harold Azine, Closed-Circuit Television Co. (former TV chief of Federal Civil Defense Adm.); Rudolph Bing, Metropolitan Opera Co.; Harry Brandt, Independent Theatre Owners of America; S. M. Chartok, Gilbert & Sullivan producer; Robert W. Coyne, Council of Motion Picture Organizations; John Eberson, architect; S. H. Fabian, chairman, NETTC; Benjamin Fine, *New York Times*; Emanuel Frisch, Metropolitan Motion Picture Theatres Assn.; Richard Hodgson, Paramount Pictures; Andrew F. Inglis, McIntosh & Inglis, consulting engineers; Lester B. Isaac, Loew's Inc.; Griffith Johnson, MPAA; Eric Johnston, MPAA; Raymond Klune, 20th Century-Fox.

Also Abe Lastfogel, William Morris Agency; Peter Levathes, 20th Century-Fox; Arthur L. Mayer, producer; Tom Meany, Collier's; Gilbert Miller, producer; Roy V. Peel, U. S. Bureau of Census; Terry Ramsaye, *Motion Picture Herald* and *Daily*; Wilbur Snaper or Trueman Rembusch, Allied States Assn. of Motion Picture Exhibitors; Sidney Schreiber, MPAA; Spyros Skouras, 20th Century-Fox; Mitchell Wolfson, Theatre Owners of America and owner of WTVJ (TV) Miami; Manfred Toeppen, consultant.

Prospective NARTB witnesses are:

Raymond Guy, NBC; Rodney Chipp, DuMont; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del.; Carlton G. Nopp, WMAR-TV Baltimore; R. J. Rockwell, Crosley Broadcasting Co.; Thad H. Brown, manager of TV Department, NARTB; Neal McNaughten, director of engineering, NARTB.

Ridder to State Dept.?

WALTER T. RIDDER, associated with Ridder Publications which owns stock in WCCO-AM-TV Minneapolis, was mentioned in political circles last week for a possible State Dept. appointment.

Mr. Ridder reportedly was in line for the post of Deputy Assistant Secretary for Public Affairs under the new Eisenhower Administration. At present, he is deputy director of European information for the Mutual Security Agency. If appointed, he would serve with Carl W. McCardle, named Assistant Secretary for Public Affairs (Voice of America, other information activities).

A former newspaperman, Mr. Ridder is a director of Ridder Publications, which holds stock in Midwest Radio and Television Inc. (WCCO-AM-TV) through its interest in Mid Continent Radio-Television Inc. Mid Continent holds a 53% interest and CBS 47% under a merger plan approved last July involving the old WTCN-TV. Ridder interests also own other station properties outright.

New England Group Proposes TV on Mount Washington

A GROUP of Maine and New Hampshire radio station executives, aligned with former Gov. Horace Hildreth of Maine, filed Friday for a new TV station on Ch. 8 atop Mount Washington, N. H.

Filing in the name of Mount Washington TV Inc., the group includes Gov. Hildreth, now president of Bucknell U., as president; William H. Rea and Harold Meyer of WPOR Portland, Me.; William F. Rust, part owner of five radio stations in New Hampshire and manufacturer of electronic equipment; John H. Guider, lawyer and owner of WMOU Berlin, N. H.; Carleton D. Brown, president of WTVI Waterville and WRKD Rockland, Me.; Charles Hildreth, Portland businessman; Theodore Atwood, Portland attorney, and John M. Kimball, Portland broker, all of whom were listed as directors.

Use Pioneer Equipment

It was understood the company plans to use buildings and some equipment from the late John Shepard 3d's pioneering FM operation atop Mount Washington. Spokesmen for Mount Washington TV Inc. said technical personnel assigned to operate the proposed transmitter would have to remain atop the mountain for periods of about 20 days.

The proposed station, officials reported, would give "high-grade" TV service to nearly 1.5 million persons in three states. The transmitter would be located 6,280 feet above sea level and would radiate 106 kw power, maximum for that site under FCC standards. It was estimated that construction and a year's operation of the station would cost $850,000. Affiliation with all major TV networks is contemplated.

Two other applications for Ch. 8—only allocated vhf channel which will work on Mount Washington, according to Mount Washington TV Inc.—already are on file with FCC. Both of these were filed by Lewiston (Me.) stations WLAM and WCOU.

'Ike' Advisors Initiate VOA, Psychological Study

As the new Administration prepared to take office last week, the problem of the U. S. overseas radio arm was commanding top attention. Involved was the future of Voice of America.

A TWO-PRONGED study of U. S. psychological warfare strategy, with special emphasis on the status of the State Dept.'s Voice of America, was underway last week in President-elect Eisenhower's cabinet and advisory circles.

An inquiry was launched by Nelson A. Rockefeller's three-man committee on government reorganization. A survey was contemplated by a new seven-member psychological strategy commission headed by William H. Jackson, New York investment banker.

There reportedly was sharp disagreement between the Rockefeller group and Gen. Eisenhower's other advisors on what should be done with the shortwave radio arm. Congress also is looking into possible reorganization of VOA, and of other U. S. foreign information programs [B•T, Jan. 12; Nov. 24, 1952].

These possibilities were held out last week in the wake of conferences by the Eisenhower cabinet and other advisors:

(1) Realignment of VOA as a separate independent agency. Its present status is a semi-autonomous arm of the State Dept.

(2) Creation of a Foreign Operations Dept. This would include all information and propaganda activities of the State Dept., Mutual Security Agency and perhaps other government departments.

(3) Retention of the Voice and other information operations in the State Dept. as an arm of foreign policy.

Dulles Would Separate

John Foster Dulles, Secretary of State-designate, reportedly favors divorcing VOA from the State Dept. and setting it up as part of an overall foreign office. Mr. Rockefeller has advocated the independent agency setup, or as an alternative, a foreign operations office.

Dr. Milton Eisenhower, brother of the President-elect and member of the Rockefeller group, feels the international information program should be retained in the State Dept.

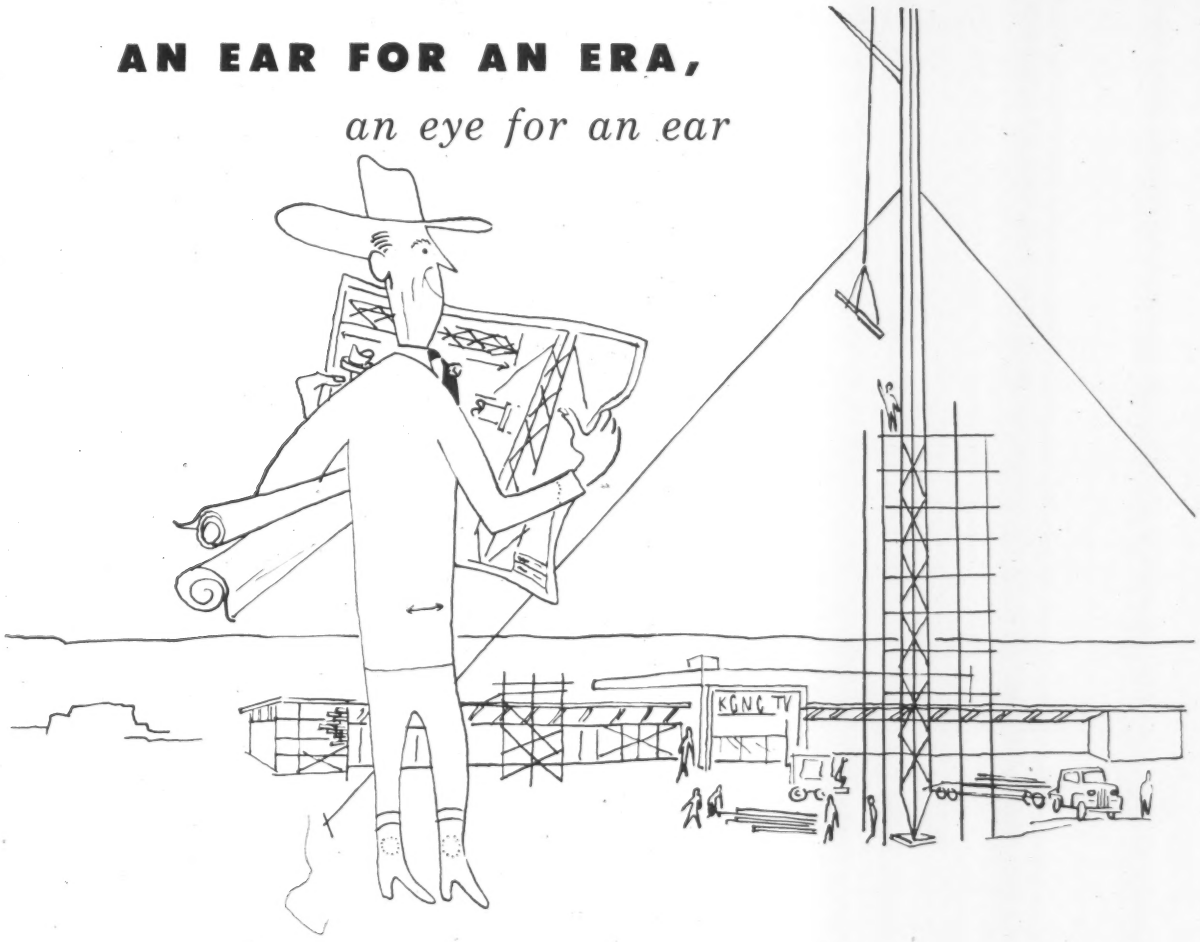
Gen. Eisenhower has not committed himself beyond going on the record for a stronger information effort. He is expected to announce formation of a special commission under Mr. Jackson, with cabinet officers also appointing members. The special group will survey methods for improving and coordinating psychological strategy.

A staff report of a Senate Foreign Relations subcommittee, which will hold hearings shortly on all U. S. foreign information programs (State Dept., MSA, TCA, Dept. of Defense), has favored a foreign office setup, separating VOA from the State Dept. The subcommittee hopes to meet this week.

The Rockefeller committee has been studying overall reorganization of government agencies and departments, particularly the Defense Dept. Any reorganization plans also might touch on independent agencies, of which one is the FCC.

AN EAR FOR AN ERA,

an eye for an ear



MAN and boy, we've been in radio for thirty years and now we're adding television. Target date is April 1st. We feel a little like the guy who was a human target at the State Fair—his job was to stick his head through a hole in a big canvas and dodge baseballs. Things went along fine for season after season. He became adept as a coyote; it took a mighty fancy shot to bean him. Well, he got beaned proper one day and sat down on a cactus. That gave him an idea. He fixed things up so he could stick his head through the canvas, painted a target on his southern exposure, and behind him folks threw darts.

* * *

The transmitter antenna will rise 833 feet. From it, powered with 100,000 watts, our visual signal on Channel 4 will have an estimated radius of 98 miles, reaching a potential audience of 591,140 people. No, they don't all have TV sets. But give 'em a couple of months or so. Texans move fast.

So does our AM signal—right into our 78-county, 5-state coverage-and-market area which accounts for Amarillo's highest-in-the-nation per capita retail sales figure.

Choose your weapon—baseballs or darts.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Navy Honors 'Victory'

THREE NBC representatives have received the Navy's Distinguished Public Service Award honoring the network's 26-week TV film series, *Victory at Sea*. Recipients were Robert W. Sarnoff, NBC-TV vice president in charge of film production; Henry Salomon, originator, producer and co-author of the series, and Richard Rodgers, who composed the music. The awards, the Navy's highest to civilians, were presented last Thursday by Navy Secretary Dan Kimball. The Dept. of Defense noted the program won the Sylvania Television "Grand Award" for 1952. The series was produced as a public service by NBC with Navy cooperation.

DEFENSE PLANNERS STUDY SMALL SET

For emergency power failure the answer may be a portable radio receiver.

A POCKET-SIZE radio set tailored to receive special civil defense programs on selected frequencies in the event of a war emergency is under study by the government and set manufacturers, it was revealed last week.

The Federal Civil Defense Administration said it is working with the radio industry to develop a low-cost, mass-produced receiver for public use if regular power supplies fail.

Under study are use of transistors or batteries, or device may be patterned after the old-time crystal sets. Listeners would get civil defense and other emergency information by tuning to 640 or 1240 kc—frequencies set aside under the Conelrad broadcast alert plan designed to deny navigational aid to any enemy planes. They would be clearly marked on each set.

FCDA noted that the public now can rely on some 27.5 million auto receivers and 10 million portable battery sets in the U. S. in case of home power failure. Radio stations also have supplementary power transmission sources. Conehad, utilizing the two frequencies, is slated to become effective about March 1 [B•T, Dec. 8, 1952].

The agency pointed out that 70% of automobiles and 98% of all homes in the country are radio-equipped. Factories are currently installing receivers in 92% of new cars.

Flow of Vital Data

Plan for the new receiver represents another step by FCDA to insure immediate and continuous flow of survival data to the public under air-raid alert or bombing attack conditions. The device is in the development stage, with FCDA officials hoping to interest manufacturers in production. It is felt sets could be sold for as little as $2 each.

On another front, FCDA has urged state and local directors to form Broadcasters Advisory Committees to help organize and operate local emergency broadcast plans. Experienced radio-TV executives will be asked to volunteer as key staff members in each CD area.

Advisory bulletins sent to local CD directors outline Conelrad mechanics and background suggest scripts for programming on AM stations participating in the project. (FM and TV stations would be blacked out in the event of an alert.)

ETHICAL AGONIES CONFRONT NARTB

Broadcast Standards of Practice is undergoing quiet revision but with TV the story's much different. Public and media complaints show resentment against over-commercialism as well as transgressions of decency. Pitchmen and religion are trouble sources.

THE two self-regulating codes of NARTB—radio and television—are starting to get their lumps but the industry's trade association is taking positive steps to keep electronic ethics above reproach.

Last week the NARTB Television Code Review Board tore into a stack of complaints that included everything from camera angles on bosoms to the enthusiastic pitches of Charles Antell Inc. and its assorted proprietary enterprises (see Charles Antell story page 80).

The other NARTB code group—Standards of Practice Committee—moved forward in its job of rewriting the 1948 radio code. This group held a Monday-Tuesday meeting at NARTB Washington headquarters.

With public and media interest focused on television programs, the radio code group is undertaking its major task quietly and without industry attention.

The TV code board, on the other hand, directed attention to the steps it is taking. Actual operations of the board as it contacts stations, networks and other program sources are kept under wraps since it is felt public revelation of individual cases would destroy the board's ability to halt objectionable telecasts and deal successfully with those who violate the code. TV code board chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

Next Sessions in April

Two meetings have been held by the radio code committee since mid-autumn. The group, headed by John F. Meagher, KYSM Mankato, Minn., will meet again just before the NARTB convention at Los Angeles April 28-May 1. It may have a complete revision ready for consideration by the NARTB Radio Board in June.

A high spot in the TV Code Review Board's meeting was an interview with Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Tobey described TV as "the greatest miracle since Christ turned water into wine" (See Sen. Tobey's radio-TV philosophy, page 43). He commended the TV board for "the good programs on television."

Three problems held the TV code board's attention—length and content of commercials; curtailment of pitch-type telecasts and commercial religious programs.

The first two problems are somewhat interlocking. Many complaints have been received about pitches of some sponsors, a subject that inspired the board last Oct. 1 to call for a revision of material to bring it within the time limits and good taste requirements of the code.

Film versions of pitches were scanned by the board last week, with claim made that some have been revised to come within the code. The board advised against "excessive repetition" of single releases of such programs and reminded code subscribers they are expected to adhere to this language:

. . . Each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

Edward H. Bronson, director of TV code affairs whose job is to monitor the industry, receive complaints and execute the board's directives, was instructed to develop "a standard formula or procedure for checking television programs and advertisements against the code provisions."

Walter J. Damm, WTMJ-TV Milwaukee, offered a motion calling for a careful study of the whole area of commercial length and content. At present the code limits commercial time (3 minutes in 15). The board approved the idea unanimously. The resolution says in part:

In radio, it is comparatively simple to "count and time" the voicing of words and phrases descriptive of an advertiser's product. Television, through its new and novel techniques, makes this difficult, and, in addition, through the audio presentation of words and phrases descriptive of an advertiser's product, presents the additional factors of the presentation of trade marks, reproduction of packages videowise, and also the problem of the name trade marks and pictures of packages in background in connection with the visual presentation of entertainment features of the program.

The board authorized a staff study of station and network practices, feeling more information is needed before anything can be done about efforts of code subscribers to tailor their advertisers to the code.

In its search for a better feeling of the public pulse, the code board is about ready to adopt a new code seal as approved in December by the NARTB Television Board of Directors.

The religious problem has been aggravated by intra-church feuding between orthodox and evangelical groups. The latter want NARTB to cut out of the TV code this language, "A charge for television time to churches and religious bodies is not recommended."

The code board, noting misunderstandings in interpreting the language, advised code subscribers that individual station managements should determine their own policy in light of local conditions.

The TV code board plans to meet again in late April and expects to make a presentation to the Los Angeles convention.

NARTB Membership Drive Producing Results

MEMBERSHIP in NARTB, both radio and television, has been moving upward, according to President Harold E. Fellows. The membership drive among AM-FM stations, conducted by William T. Stubblefield, station relations director, produced 27 new members in 10 days, he said.

Leading NARTB areas is District 5, of which Thad Holt, WAPI Birmingham, is director. The district produced 12 new members, with Georgia providing 10. State chairman in Georgia is James Woodruff, WRBL Columbus.

Some 80 broadcasters in the 17 districts comprise the membership group working under Mr. Stubblefield's direction.

Fifteen TV stations have joined NARTB since late November, Mr. Fellows announced.

Announcing a New Voice

with 'ROUND THE CLOCK

IMPACT!

BEAMED TO SELLING THE $19 BILLION MARKET OF THE DALLAS SOUTHWEST!

Excitement at the top of the dial! The new KGKO radio station is all set up at 1480. KGKO offers you a growing audience as a result of hard-hitting station promotion covering all North Texas. It's crammed with original, fresh, attention-holding programs. It's really a live wire — 24 hours a day — SELLING medium that's out to spark products, people, places. Find out what the service of KGKO — the friendly new voice in Dallas can mean to you. Contact the nearest Joseph H. McGillvra office or write us for information.

1480 ... Tops in Radio KGKO

Dallas

LEONARD COE
General Manager

National Representatives:

JOSEPH H. McGILLVRA, *Inc.*

New York Chicago Los Angeles San Francisco

TAFTS BUY WTVN FOR $1.5 MILLION

In Ohio transaction last week Edward Lamb's Columbus TV station was bought by the Taft family interests. The Tafts also have a controlling interest in the Cincinnati Times-Star that owns the WKRC outlets.

SALE of Edward Lamb's WTVN (TV) Columbus, Ohio, for $1.5 million cash to the Taft family interests of Cincinnati was announced last week by Mr. Lamb and Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the *Cincinnati Times-Star* and in turn controlled by the Taft family.

Formal application for FCC consent to the sale is in preparation and may be filed with the Commission late this week. It is expected that the license of WTVN will be assigned from Picture Waves Inc., owned by Mr. Lamb, to a new corporation composed of Taft family principals in Radio Cincinnati Inc. (WKRC) and the *Times-Star*.

President of Radio Cincinnati is Hulbert Taft Sr., publisher of the *Times-Star* and cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of Radio Cincinnati while Robert A. Taft Jr. is general counsel.

Lamb Is Consultant

In addition to the $1.5 million cash consideration, the prospective new owners of WTVN have retained Mr. Lamb as consultant to the Columbus TV station for 10 years at an annual retainer of $12,500.

WTVN (TV) began operations in August 1949 on vhf Ch. 6. A fortnight ago it received permission from FCC to increase effective radiated power from 19.8 kw visual to full 100 kw [B•T, Jan. 12].

Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus, while studios and offices recently were moved to the Television Center at 753 Harmon Ave.

WTVN (TV) presently has monthly earnings of between $25,000 and $30,000, it was reported.

In addition to WTVN (TV), Mr. Lamb owns WICU (TV) Erie, Pa., and is permittee of the newly authorized WMAC (TV) Massillon, Ohio. He also owns WTOD Toledo, WIKK Erie and WHOO Orlando, Fla.

It was understood that the disposition of WTVN (TV) would leave Mr. Lamb free to prosecute his TV applications at Toledo and Portsmouth, Ohio, and Orlando.

Negotiations with Mr. Lamb have been underway for several months, it was stated, and the agreement was signed Jan. 10 in his Toledo law office (see picture). R. C. Crisler & Co., Cincinnati radio-TV station brokerage firm, acted for the seller.

"Our decision to seek a TV station in Columbus seemed to us logical," Hulbert Taft Jr. said. "We are an Ohio corporation. As our near neighbor and state capital, Columbus has many political, economic and cultural aspects which are common with those of our own city.

"In Cincinnati, throughout our years of radio and TV operation, our first concern has been to take a responsible and constructive part in all phases of our community life. We hope to do the same thing in Columbus. We shall consider the operation of WTVN (TV) a great challenge. Our two principal goals will be to improve greatly the entertainment and educational values of its programs and to widen the scope of its public service."

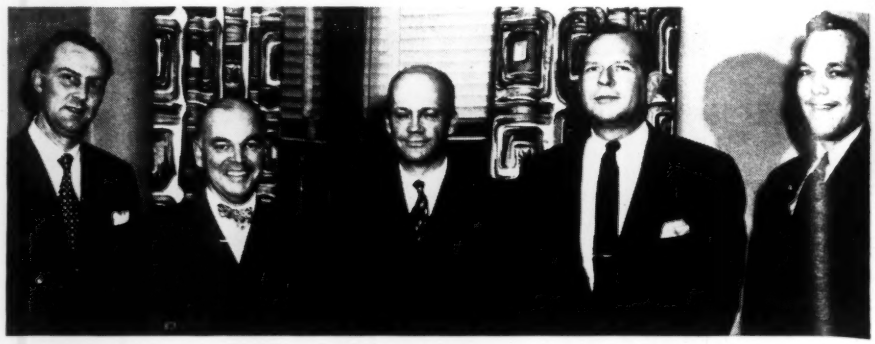
Reassures Personnel

Mr. Taft also issued a statement to present employes of WTVN (TV) assuring them that they will be asked to remain with the station when and if the application for assignment of license is approved.

Radio Cincinnati had its beginnings in 1939 with the purchase of WKRC from CBS by the *Times-Star*. The station was separated from the *Times-Star* and set up as a separate corporation in 1948, though Radio Cincinnati is principally owned by the *Times-Star*.

Radio Cincinnati has been a pioneer in both radio and TV. It established WKRC-FM there in 1947, the initial Transit Radio outlet. WKRC-TV was established in 1949. It is to be one of the first stations to erect the new type 12-bay Superturnstile antenna and it hopes to be the first outlet in Cincinnati area to go high power, planned in about a month.

The transfer papers are being prepared by Bernard Koteen, Washington legal counsel for the Taft interests, and Fly, Shuebruk & Blume, representing Mr. Lamb.



COMPLETING contract for sale of WTVN (TV) Columbus, Ohio, to Taft family for $1.5 million cash are (l to r): Frank C. Oswold, administrative assistant to Edward Lamb, WTVN owner; Mr. Lamb, who also has other radio-TV interests; Hulbert C. Taft Jr., executive vice president of Radio Cincinnati Inc., licensee WKRC-AM-FM-TV Cincinnati; Richard C. Crisler, vice president of Transit Radio, and Robert A. Taft Jr., general counsel for buyers.

Drops 'Pitch' Advertising

KFMB-TV San Diego is dropping some $50,000 annual revenue by turning down "heavy pitch" and "bait type" commercials, Howard L. Chernoff, general manager, said last week. He said viewers' confidence in advertisers on KFMB-TV's Ch. 8 and advertising in general will not be jeopardized by the station.

More and more stations who in early years "had fallen prey" to this "super, high-pressure 'pitch' and its misleading 'bait' commercial," Mr. Chernoff said, "recently have swung to the point of view that it will be better not to accept that kind of dollar."

WKY's Sugg Elected

P. A. SUGG, general manager of WKY-AM-TV Oklahoma City, has been elected to the board of directors of the Oklahoma Publishing Co., parent company of the stations, it was announced last week. The firm publishes the *Daily Oklahoman, Oklahoma City Times, Farmer-Stockman* and *Mistletoe Express*. Mr. Sugg has been manager of WKY since Jan. 1, 1946, and directed operations which put WKY-TV on the air June 6, 1949.

Miller Takes WBBM Post; WCBS Names Untermeyer

APPOINTMENT of William F. (Bill) Miller, sales manager of WCBS New York, to the same post with CBS-owned WBBM Chicago was announced last week by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div.

Henry Untermeyer, CBS Radio Spot Sales, was named to succeed Mr. Miller as sales manager of WCBS Radio effective today (Monday), simultaneously with Mr. Miller's assumption of his WBBM duties, WCBS Manager Carl S. Ward reported.

At the same time the appointment of C. Gilman Johnston, former assistant sales manager of WBBM, as account executive with CBS Radio Spot Sales in New York was announced by Wendell B. Campbell, general manager of Radio Spot Sales.

Mr. Untermeyer **Mr. Miller**

Mr. Miller joined CBS as a salesman for KMOX St. Louis in June 1949, became KMOX's eastern representative in April 1951, and was named WCBS Radio sales manager a year later.

Mr. Johnston, with CBS for seven years, also started with KMOX as a salesman. He served CBS Radio Spot Sales in various capacities before moving to WBBM as eastern sales representative. He was named WBBM assistant sales manager in August 1951.

Mr. Untermeyer joined WCBS in 1937, and has been program operations manager, staff director, director of special features and account executive, joining CBS Radio Spot Sales in May 1950.

Utah Meet Set Jan. 26

LEGISLATIVE matters affecting broadcasters and TV problems will highlight the annual meeting of the Utah Broadcasters Assn., Jan. 26 in Salt Lake City's Newhouse Hotel.

KDYL-TV --NOW 30,000 WATTS --FROM 8,900 FEET!

An aerial view of America's most powerful channel 4 transmitter—KDYL-TV's new mountain top development! From a 200 foot tower on an 8,700 foot mountain peak, KDYL-TV's 30,000 watts of radiated power now more than doubles the market. This total height of 8,900 feet now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is nearly a billion dollars yearly.

Get your share of business in this huge intermountain market. Write today for availabilities.

KDYL-TV
CHANNEL 4 • NBC NETWORK
SALT LAKE CITY, UTAH

National Representative:
Blair-TV, Inc.

WSM-TV REPORTS SUCCESS IN ITS BOOSTER TEST

In further experiments held this month, WSM-TV used a booster station 70 miles from its Nashville transmitter to reach the area around Lawrenceburg, Tenn. This is an account of the findings.

OPTIMISTIC report on the results of its TV booster station in Lawrenceburg, Tenn., 70 miles from Nashville, was made last week to the FCC by WSM-TV Nashville.

Report was the second submitted to the FCC since the Nashville TV station received authority last July to conduct experimental tests to determine the effectiveness of using vertical polarized co-channel signals to reach fringe TV areas. The first, on equipment developments, was submitted last October.

In its latest report, WSM Inc.'s President John H. DeWitt Jr. told of equipment refinements and the results of program tests on Jan. 1-4, 9-10. The booster station at Lawrenceburg was used to pick up WSM-TV's horizontally polarized Ch. 5 signals and retransmit them vertically polarized—still on the Ch. 5 wavelength.

Signals from the 10-watt directional transmitting dipole produced "highly acceptable" pictures on a random sampling of the 275 TV sets in the Lawrenceburg area, Mr. DeWitt reported. In many cases, he said, they were received by built-in or indoor "rabbit ear" antennas.

The system is operating satisfactorily, he reported, and is "remarkably stable."

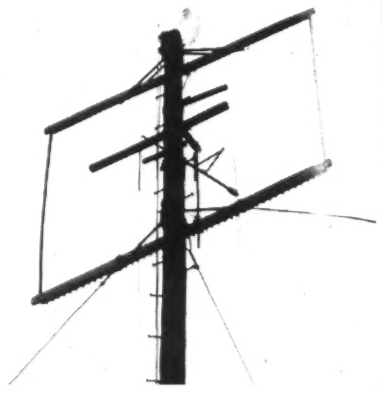
Some of the difficulties encountered were reported by Mr. DeWitt. One was horizontal radiation from the transmitting antenna. Another was fading of the main signal from WSM-TV.

Need for further experimentation was expressed by Mr. DeWitt. This would seek, he said, (1) the elimination of horizontal radiation in the transmitter, (2) simplification of the receiving antenna, (3) more observations of picture quality, (4) techniques to overcome fading, (5) work on simple vertical receiving antennas, and (6) overcoming interference in areas where the direct signal and the booster signal are equal.

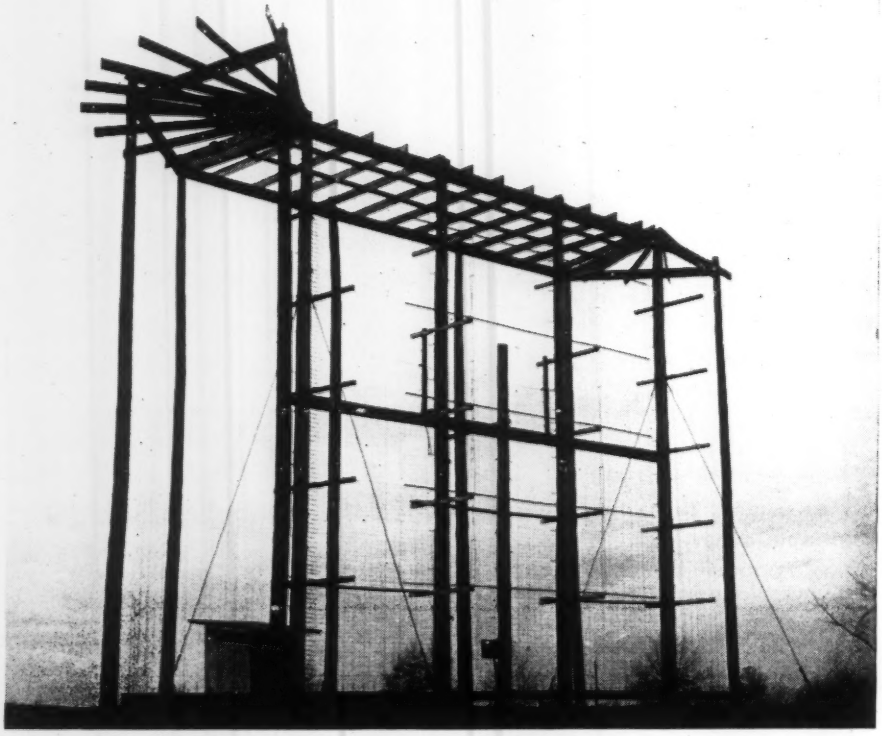
Mr. DeWitt estimated that the 20-element receiving array and the single dipole transmitting antenna—both of which are "backed" with a series of vertical wires for gain and directivity—would cost about $5,000 under commercial conditions. He declared that operating costs would be negligible.

One of the great advantages of the booster method of filling in fringe areas is saving in spectrum space, Mr. DeWitt emphasized. This is because the booster uses the same frequency that the main channel is on. A satellite operation involves an additional wavelength, he pointed out.

Another saving would be to viewers who would not have to spend excessive amounts for tall, highly sensitive receiving antennas. Of the 275 sets in Lawrenceburg, all have Yagis, Mr. DeWitt pointed out. Figuring $100 per installation, that would mean that $27,500 had been spent on antennas, he said. If all of Lawrenceburg's 1,750 families had to put such antennas up, it would total $175,000 in expense, he declared. In addition, community TV systems require an installation charge of about $100, and a monthly fee.



TRANSMITTING antenna in Lawrenceburg, Tenn., used by WSM-TV Nashville during experiments to fill in community with Ch. 5 telecasts from main transmitter some 70 miles away. Screen of vertical wire acts as directional booster for folded dipole radiator.



TWENTY-element broadside array, nicknamed the "Shinto Shrine," used by WSM-TV Nashville to receive its Ch. 5 signals in Lawrenceburg. Small box in lower center of array is amplifier.

Quaal Cites Farm Relations

NEED for more aggressiveness in public relations by farm organizations and by farmers themselves was cited last Monday by Ward L. Quaal, assistant general manager of the Crosley Broadcasting Corp., Cincinnati.

Addressing a session of the National Council of Farmer Cooperatives' annual convention at New Orleans' Hotel Roosevelt, Mr. Quaal proposed establishment of a well-financed public relations office in Chicago, or another central location, to serve all American agriculture groups.

He suggested that the office be financed by the nation's farm groups and operated by men trained in radio-TV, general public relations and promotion work. These men would, in turn, seek advice from agriculture experts, Mr. Quaal added.

WJNO Inc. Elects Officers

SYNDEY KING RUSSELL has been re-elected president of WJNO Inc., licensee of WJNO West Palm Beach, Fla., it was announced last week.

Other officers elected include H. V. McMillan, executive vice president; George H. Buck Sr., vice president; Ruth Shockley, secretary, and George H. Buck Jr., treasurer. Directors include Messrs. Russell, McMillan and Buck Sr.; Adrian C. Leiby of Bergenfield, N. J., and B. F. Paty Sr. of West Palm Beach.

KWKH Promotes Three

THREE staff changes at KWKH Shreveport, La., were announced last week by Henry B. Clay, general manager. William E. Antony, for more than 25 years KWKH chief engineer, has been appointed technical adviser to both KWKH and its sister station, KTHS Little Rock, Ark. O. S. Droke, with KWKH for the past 17 years, will succeed Mr. Anthony. Frank Page, formerly KWKH chief announcer, has been named KWKH assistant program director.

So Proudly We Hail . . .

ANNE HOLLAND of Baltimore

Wins Top Honors in Second Annual McCall's "Mike" Awards!

Anne Holland . . . one of the brightest in the galaxy of stars at WBAL . . . Director of Women's Activities for WBAL and WBAL-TV's Public Affairs and Information Department.

We are proud to announce that Anne Holland's work has received the recognition it deserves. . . . Mrs. Holland has won highest honors in McCall's Magazine's "Mike" Awards for American women rendering public service through radio and television.

So . . . proudly we hail our Anne Holland!

★ ★ **WBAL and WBAL-TV**

This is
McCrary Auto Service, Inc.

This is what
Mr. Carl McCrary says

"We have sponsored Fulton Lewis, Jr., since WPNF (Brevard, N. C.) went on the air. The program has been satisfactory in every way. It has given us a lot of publicity, and we're happy to say that we are well satisfied. It is our intention to continue to sponsor Fulton Lewis, Jr., indefinitely."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 372 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

STATIONS

Houston City Council Votes Radio-TV Ban Lift—But

The running battle of broadcast media for equal access in news coverage took an unusual turn in the Texas City last week when councilmen voted "no" editing.

HOUSTON City Council ban on tape recording and telecasting was lifted last Wednesday by a vote of 6-3. However, councilman Joe Resweber stipulated that the entire council session must be broadcast or telecast, with no editing permitted.

Minimum time of council sessions has been one hour. The "no editing" provision makes the ban just as effective as before, Bill Crawford, news editor, KNUZ Houston, charged. It is difficult for successful commercial stations to clear an hour of time to broadcast unedited meetings which at times will have little or no news value, he emphasized.

Houston Mayor Roy Hofheinz commented that his station, KTHT, will broadcast entire sessions beginning Jan. 21. Editing rights afforded newspapers have the support of the Texas Assn. of Broadcasters and Sigma Delta Chi, national journalism fraternity.

WNBC-WNBT Changes Place Buck in New Post

COMPLETION of readjustment and realignment of staff at NBC's WNBC-WNBT (TV) New York was announced last week by Ted Cott, NBC vice president and general manager of the stations.

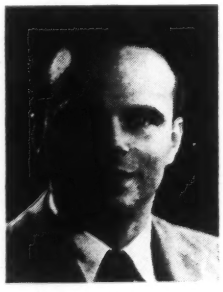
Heading the changes was the appointment of Max W. Buck, formerly sales and advertising manager of King's Super Markets, as director of merchandising, advertising and sales promotion for WNBC-WNBT (TV). His first project, according to Mr. Cott, will be the retail drug promotion tie-in.

Under the reorganization, Jay Smolin will continue as advertising and promotion manager of the stations and Bill Rich as merchandising manager, both reporting to Mr. Buck.

In another change, Steve Krantz will supervise a newly-organized special features section consisting of associate producers Leon Tokatyan, Phyllis Adams and Barbara Walker. This group will handle public service programs, special projects and certain WNBT (TV) house packages. Mr. Krantz will report to Dick Pack, director of operations and programs.

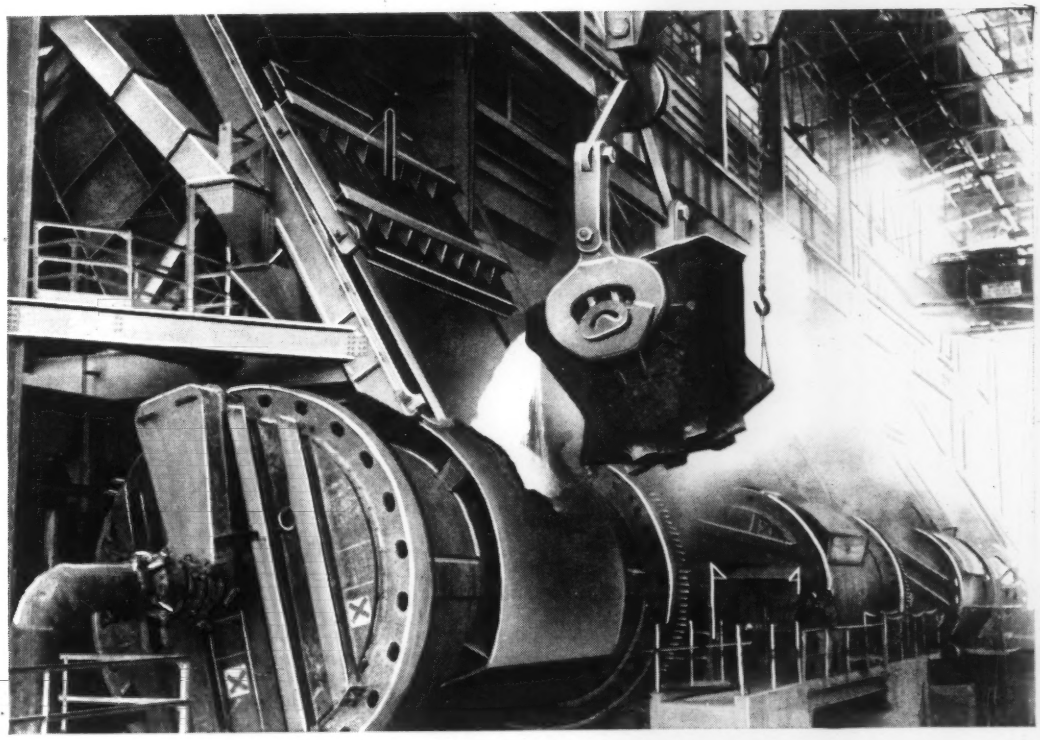
KXOK Elects Roberts Pres.

ELZEY M. ROBERTS Jr., who has been serving as vice president of KXOK Inc., licensee of KXOK-AM-FM St. Louis, has been elected president of the corporation, it was announced last week. He succeeds Elzey Roberts, who becomes chairman of the board.



Mr. Roberts

The younger Mr. Roberts, 32, is a 1942 graduate of Princeton U. He is a member of the Institute of Radio Engineers, Sigma Xi, honorary scientific fraternity; Sigma Delta Chi, professional journalistic fraternity, the St. Louis Advertising Club and the Naval Reserve.



Molten "matte" from the reverberatory furnace being charged into a converter at Chile Exploration Company's new Chuquicamata Sulphide Plant. The "blister" product of the converter, about 99% copper, is being shipped to Anaconda's Raritan Copper Works at Perth Amboy, New Jersey, for electrolytic refining.

there's a new flow of copper in Chile!

On November 5, 1952, the first copper was poured from Chile Exploration Company's new Sulphide Plant at Chuquicamata, Chile. Thus was marked the beginning of a new cycle of development of the Chuquicamata Mine—the tapping of the huge reserves of copper sulphide ore.

Heretofore, Chile Exploration Company had mined and treated only the oxide type ores, producing in recent years about 360,000,000 pounds of copper annually. Now, with the new plant, the Company is beginning to mine and process the sulphide ore underlying the oxide ore zone. The Sulphide Plant, begun late in 1948 to handle the increasing amounts of sulphide ore encountered in the pit, is built on a scale in keeping with the magnitude of the ore body. From this multi-million dollar project will come a steadily increasing flow of copper until its output capacity, coupled with that of the existing oxide plant, *exceeds 500,000,000 pounds of copper a year.*

This expansion of Chilean copper production is only one part of Anaconda's company-wide expansion, improvement and modernization program. Other phases of this program are increased zinc production . . . an aluminum reduction plant . . . a new "open pit" copper mine at Yerington, Nevada . . . increasing copper production from Butte mines . . . modernization and expansion of fabricating plants. All serve the same purpose: more metals for the metal-hungry U. S. economy. 52328-A

ANACONDA

COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

TV as Radio Price Lever Hit by SCBA Members

Actions by certain advertisers seen as possible trade restraints.

COLLECTIVE action by certain advertisers "to use the advent of television as a means of beating down the price of radio advertising" may be in restraint of trade, South Carolina Broadcasters Assn. members suggested at their Jan. 9-10 weekend meeting, held at Charleston.

The state group adopted a resolution calling on networks "to recognize the true value of radio advertising and to sell it for what it is worth," suggesting networks have forced down radio rates by "compelling" affiliates to deliver station time at a low figure and thus threatening future financial stability of the industry.

Walter J. Brown, WORD Spartanburg, was elected SCBA president. Other officers elected were James F. Coggins, WKDK Newberry, vice president; T. Doug Youngblood, secretary-treasurer; H. Moody McElveen, WNOK Columbia, and John M. Rivers, WCSC Charleston, two-year directorships; Milton Scarborough, WLCM Lancaster, to Mr. Coggins' unexpired term; Joseph Martin, WDSC Dillon, one-year term.

Plans were made to change the name of the group to South Carolina Radio & Television Broadcasters Assn.

Deviation from published radio rate cards was condemned by the association. A study will be made of the state sales tax as it relates to purchase of TV and broadcast equipment. Delegates were guests at a cocktail party. Retiring President Rivers was host.

Convention speakers included Ernest B. Vaccaro, AP White House correspondent; Joe C. Good, National Cash Register Co.; William B. Ryan, BAB president; L. H. Christian, WRFC Athens, Ga.; Robert Burton, BMI vice president in charge of public relations; William T. Stubblefield, NARTB station relations director. Wallace Martin, WMSC Columbia, was program chairman and moderator of a panel discussion on rates. B. T. Whitmire, WFBC Greenville, was entertainment chairman.

Clement Is Appointed To WROV-TV Post

JOHN CLEMENT, producer-director, WTAR-TV Norfolk, Va., has been appointed TV production director at WROV-TV Roanoke, Va., according to Frank Koehler, general manager, who also reported that studio facilities at WROV will be ready for production this month.

Mr. Clement

In his new assignment, which returns him to WROV where he was continuity director from 1949 to 1950, Mr. Clement will be responsible for all local programming.

A native of Radford, Va., Mr. Clement served two years in Air Force communications and has been an announcer and writer for a number of Virginia stations. He is a graduate of the National Academy of Broadcasting, Washington, D. C., and of New York U.'s Radio Workshop.

WGAR Answers Attack on Radio-TV Crime Shows

WHEN the *Cleveland News* took up the familiar newspaper party-line campaign attacking radio and television programs involving crime plots, WGAR Cleveland came back promptly with an analysis of crime news appearing in the same edition of the newspaper.

Under the title, "Blood Bath for Kiddies," the *News* (affiliated with WHK Cleveland) submitted an analysis of radio-TV programs in which 17 violent deaths purportedly were recorded in a single evening.

Day Cites Stories

Charles Day, WGAR newscaster, cited these stories in the same issue of the newspaper:

Page 1—Drunk-driving story, not violent "but distasteful and often fatal."

Page 3—2½ columns of gruesome details covering paternity trial. This recalled transcript of obscene divorce case newspaper had printed day after day while radio and TV avoided vulgar details. On same page of *News* was series of shocking statements by wife who had fatally stabbed husband.

Page 6—Details of death by dynamite.

Page 8—Woman slugged and robbed.

Page 16—Holdup story.

Mr. Day said the edition actually had a subnormal amount of crime news and WGAR had only one crime program that day. He pointed out that the criminal loses in the end in all radio-TV mysteries. He suggested people who live in big glass houses shouldn't hurl stones.

John F. Patt, WGAR president, said the *News* story "essentially distorts the situation." Use of composite figures covering seven stations multiplies the average mystery content by seven, he said, adding that the same distortion can be applied to other program types.

"There were about 150 individual programs in the Tuesday schedule logged by the *Cleveland News* writers," Mr. Patt said. "I suspect a summary of the same number of movies, news stories, books or stage plays would have discovered an equal proportion of murders or other crime mysteries. Fortunately, there are lots of program choices, both radio and television, at any given hour, for anyone who cares. . . ."

E1 McAuley, columnist writing in the Jan. 8 issue of the *News*, said newspapers "frankly appeal to one of the lowest expressions of human curiosity—the desire to know what goes on in other people's bedrooms," when ribald trials are underway. He called it "an unhappy combination of greed for bigger sales and rationalization regarding their duty to the public."

General Teleradio Sues KLAC-TV, UTP on Films

CHARGING a threatened breach of contract and asking declaratory relief, General Teleradio Inc., operators of Don Lee Broadcasting System and KHJ-TV Los Angeles, has filed a suit in Los Angeles Superior Court to prevent United Television Programs Inc. from leasing the Snader Telescriptions library to KLAC-TV, that city.

Named also as defendants are Ben Frye and Studios Films Inc., of which he is an executive; Dorothy Schiff Inc., licensee of KLAC-TV; Don Fedderson and Fred Henry, station general manager and program director, respectively; Gerald King and Wynn Nathan, UTP board chairman and western sales executive, respectively.

Wanted Injunction

General Teleradio had originally asked for an injunction to prevent release of musical films to KLAC-TV. But defendants involved agreed by stipulation last Wednesday not to release them pending the court hearing set for Jan. 28 before Judge Frank G. Swain.

Complaint charges that after the Snader musical films completed a one-year exclusive lease with KNBH (TV) Hollywood, on Jan. 14, 1952 and renewed for another year, they were also acquired last March by KHJ-TV under a "dual exclusivity" contract. When UTP acquired distribution rights late last year, KHJ-TV wanted to renew at a price of $24,000 for one year or $35,000 for two years, according to the suit. The complaint further contends the agreement was made and then UTP announced it wanted to extend the limited exclusivity to include KLAC-TV.

Six More NBC-TV Affiliates Bring Total to 71

NBC last week added six new television affiliates, bringing the total to 71, according to Harry Bannister, vice president in charge of station relations for NBC. The new affiliates are:

WALA-TV Mobile, Ch. 10, owned by the Pape Broadcasting Co. and scheduled to go on the air later this month; WFMJ-TV Youngstown, Ch. 73, owned by the Vindicator Printing Co., also this month; WWLP (TV) Springfield, Mass., Ch. 61, owned by Springfield Television Corp., to begin tomorrow.

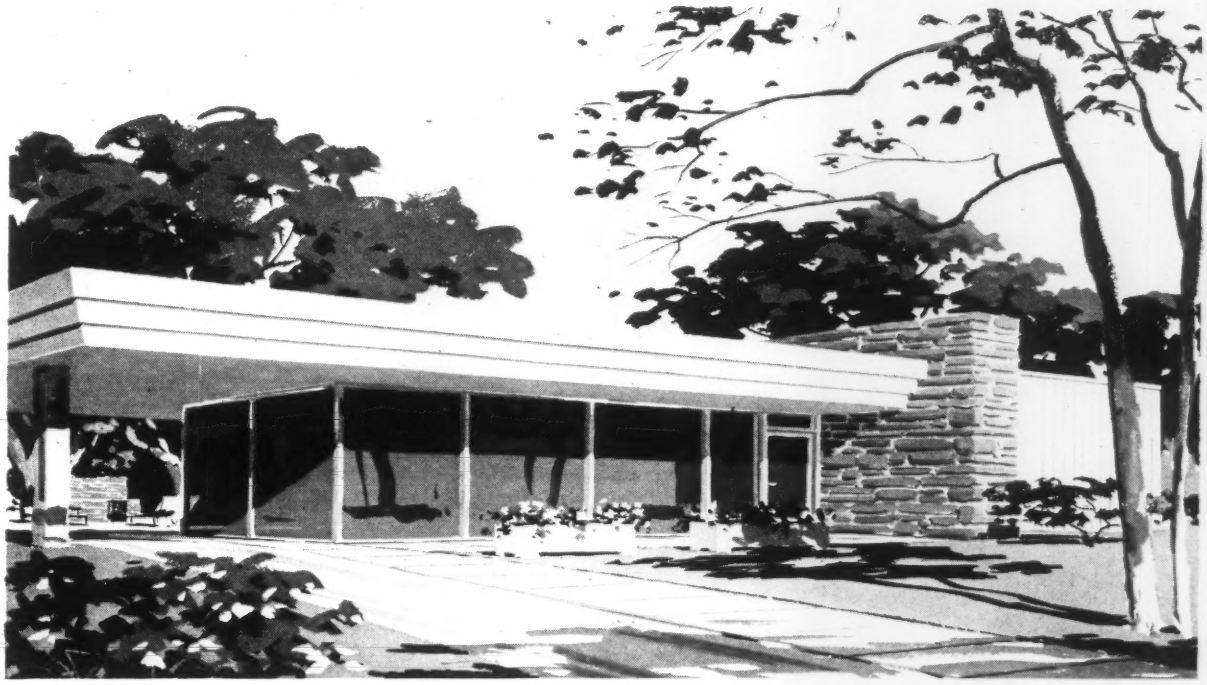
WEEU-TV Reading, Ch. 33, owned by Reading Eagle Co., to begin about March 1; WJTV (TV) Jackson, Miss., Ch. 25, owned by Mississippi Publisher Corp. this month; KCBD-TV Lubbock, Ch. 11, owned by Bryant Radio & Television Inc., to begin about March 15.

WPCT to Start Feb. 15

ISRAEL Putnam Broadcasting Co., licensee of WPCT Putnam, Conn., new 500 w daytimer on 1350 kc, last week announced the appointment of Daniel J. Hyland, co-owner, as manager of the station.

Mr. Hyland

Mr. Hyland, a 15 year veteran in New England broadcasting, said that programming will get underway Feb. 15. Studios of the new station are nearing completion and equipment soon will be installed, he added.



WHERE WILL YOUR CHILDREN LIVE IN 1973?

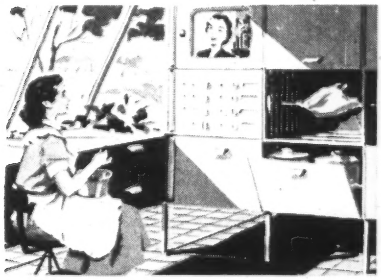
What kind of homes will your children have twenty years from now? The nation's electric light and power companies are thinking about them—*and getting ready for them.*

Part of the answer can be found in the new electric appliances still in the early stages of development.

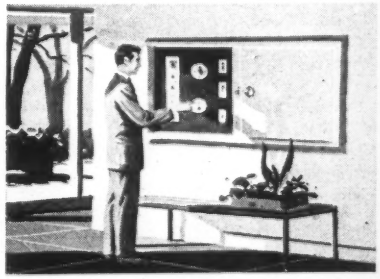
There will be new ways of heating and cooling homes with the help of electricity. Glareless lighting will come on automatically. As darkness falls, ceiling panels will start to glow. There will be electric equipment to kill germs in the air and to filter out dust and pollen.

Most people will have electric kitchen equipment in units which can be arranged in different ways. They will be able to talk electronically to any room in their homes. They will have color television — several sets. They will need many times as much electricity as you use today.

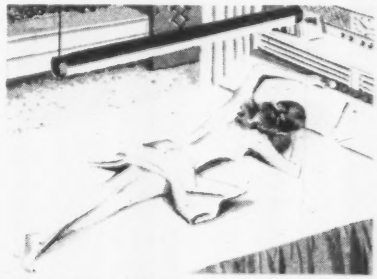
To supply this extra electricity, the electric companies are making tremendous strides. They've doubled the post-war supply of electric power. By 1960, they'll triple it — with more to come. This is one more reason why there is no real need for new federal government electric projects.



COLOR TELEVISION. There will be almost as many sets in 1973 as there are radios today. That means most homes will have several television units—including one in the kitchen.



HOME CONTROL. Central electric "heart of the home" will control heating, cooling, lighting, communications — maybe even doors and windows.



LIGHT-CONDITIONING will include built-in sunlamps, special fixtures for producing striking lighting effects indoors and out, ceiling panels that glow.

THE HOMES OF TOMORROW, LIKE THE HOMES OF TODAY, WILL BE SERVED WELL BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"MEET CORLISS ARCHER"— ABC — Fridays — 9:30 P. M., Eastern Time.

*Names on request from this magazine

XUM

SALES and promotion managers of Westinghouse Radio Stations Inc. took part in two-day New York meeting last week. Group included (seated, l to r): Herb Masse, WBZ Boston; W. B. McGill, WRS advertising manager; John Stilli, WBZ. Standing, George Tons, KDKA Pittsburgh; Dave Lewis, KDKA; Eldon Campbell, WRS general sales manager; Jess Hadsell, WOWO Fort Wayne; Paul Woodland, KYW Philadelphia; Paul E. Mills, WOWO; Robert Teter, KYW; Tom Meehan, WBZ. Also taking part in the Westinghouse Stations sales discussions were officials of Free & Peters, station representatives.

Jonscher Heads Radio Sales In WMAL-AM-TV Shift

APPOINTMENT of Robert W. Jonscher, former WTOP Washington sales executive, as sales manager of WMAL that city was announced last week by Evening Star Broadcasting Co., WMAL-AM-TV licensee. Mr. Jonscher replaces Harvey L. Glascock, who has become TV sales manager.

In other shifts, George L. Griesbauer of the WMAL-AM-TV sales department, has been named to head the newly created WMAL-AM-TV sales service department, and Charles S. Tappy, formerly of the WTOP-TV sales department, has been appointed WMAL-AM-TV merchandising sales manager.

E. H. Meeks, former WTOP sales promotion director and prior to that assistant WLW Cincinnati promotion director, has been named new director of WMAL's combined promotion and publicity departments. He replaces John Ghilain and Van DeVries, both of whom recently resigned as WMAL promotion and publicity directors.

Second GE Uhf Shipment Sent to WEEK-TV Peoria

THE SECOND General Electric uhf transmitter was shipped last Tuesday to WEEK-TV Peoria, Ill. With a special GE antenna, to be shipped later this month, the 100 w output of the transmitter will be boosted to an ERP of 2 kw.

C. B. Akers, partner in WEEK-TV, reported that the station's transmitter building is ready for immediate installation of the transmitter. He said studio facilities already are being used on a closed circuit basis for training station personnel.

The station will be an NBC basic affiliate, but also will carry ABC and DuMont programs.

KUHT (TV)'s Target Date

NONCOMMERCIAL educational KUHT (TV) Houston, Tex., on vhf Ch. 8, will begin operating April 2, John Schwarzwalder, station manager, announced last week. He said broadcast hours will be 5 to 9 p.m., Monday through Friday. The station is to be operated jointly by the U. of Houston and Houston Independent Public Schools.

D. C. Train Wreck, Blast Brings Radio-TV to Scene

RADIO newsmen were on hand with all modes of paraphernalia—cameras, microphones, tape-recorders and other equipment—when a Pennsylvania train crashed a concourse at Washington, D. C.'s Union Station last Thursday morning injuring nearly 50 passengers.

To make activities more harried for the area's broadcasters, there were an explosion and a three-alarm fire.

At the train crash, WNBW (TV) (NBC) claimed a beat on live coverage. WTOP-AM-TV (CBS) came away with film clips and tape-recorded eye-witness accounts. WWDC-AM-FM (Mutual) said it speedily identified victims. WMAL-AM-TV (ABC) reported full coverage.

NBC live cameras, geared for Inauguration coverage, were on the scene at 10:20 a.m.—about 90 minutes after the accident—and piped in a direct visual account at 11:03 during its regular *Ask Washington* show with studio commentary by Frank Blair. Audio contact was established later, with Ray Scherer describing the scene. Camera pickup was directed by Ralph Burgin, WNBW program director. Engineering staff was supervised by Charles H. Colledge, John Rogers and Sherman Hildreth. Complete radio coverage to NBC was reported at 11 a.m. NBC-TV also filmed the fire-explosion at a tire-battery-radio store.

Two WTOP engineers—Bernard Swandic and Don Horner—tipped that station, having been on the Boston-to-Washington train. Bill Shadel aired news on his 9 a.m. CBS Radio *News of the World*, and Claude Mahoney taped interviews. Mr. Horner later appeared on local programs giving eye-witness accounts. WTOP-TV claims it was first with film coverage, using cutins on local and network programs.

WMAL radio claimed remotes by newsmen Harold Stepler and John Edwards and coverage of the wreck with tape descriptions. A special film interview program was telecast Thursday 8-8:30 p.m. by the ABC-TV outlet, which carried running accounts of the wreck and explosion with bulletins, pictures and films.

WWDC highlighted eye-witness accounts and newscasts stressing identification of victims, plus news spots on Transit Radio (WWDC-FM). Station sent two announcers to Union Station at 9:15 a.m., aired a telephone interview and tape-recorded accounts. Tapes were fed to the *Mutual Newsreel* at 7:45 p.m.

REPRESENTATIVES

Pearson TV Inc. Formed; Employes Buy 40% of Stock

FORMATION of John E. Pearson Television Inc., TV station representation firm, was announced last week by John E. Pearson, president of the new company as well as head of John E. Pearson Co., radio station representatives.

Employes of the new company have subscribed up to 40% of the stock issue, but no shares will be available to persons outside the firm. Mr. Pearson continues as sole owner of the radio representation organization.

Officers of Pearson Television include Mr. Pearson; Russel Walker Jr. and William Wilson of the New York office; Frank Reed of Chicago, and James Bowden of Minneapolis, all vice presidents, and Mrs. Agnes Ann Pearson, New York, secretary and treasurer.

Headquarters will be maintained at 250 Park Ave., New York, with branch offices at 333 N. Michigan Ave., Chicago; Northwestern Bank Bldg., Minneapolis; 1312½ Commerce St., Dallas; 2330 W. Third Ave., Los Angeles, and 57 Post St., San Francisco.

Mr. Pearson said the new company officially became active when WFPG-TV Atlantic City went on the air Dec. 20, 1952, and that the following outlets, currently under construction, also have signed Pearson Television to represent them: KCBD-TV Lubbock, Tex.; WHIZ-TV Zanesville, Ohio; WOSH-TV Oshkosh, Wis.; KGKL-TV San Angelo, Tex.; KFSA-TV Fort Smith, Ark., and WOUC-TV Chattanooga. Other TV stations to be represented by the new company will be announced shortly, Mr. Pearson said.

He noted that in each case to date, stations signing Pearson Television are under approximately the same ownership as radio stations represented by Pearson Co.

"We firmly believe that radio and television can be sold very successfully by the same representative in any market and that both media can live and prosper side by side," he said.

Kennedy Opens N.Y. Offices

KENNEDY Co., radio and television station representative at the Lincoln-Liberty Building, Philadelphia, last week announced the opening of New York offices at 342 Madison Ave. New offices will be managed by Foster G. Bowen.

Capper Joins Headley-Reed

GUY CAPPER, formerly of ABC's TV Spot Sales Dept., joins Headley-Reed TV, television station representation firm, as account executive effective today (Monday). Formerly with ABC owned stations and the ABC Pacific radio network, he has been engaged in radio and TV time sales for past 10 years.

Spot Radio Estimator

STATION Representatives Assn. last week distributed to advertisers and agencies the second edition of its Spot Radio Estimator for making rapid estimates of the cost of spot campaigns. Estimates, according to SRA, can be made for the cost of any time unit in any time segment for the most expensive station, average of network affiliates or average of non-network stations in any market.

Lee Little, the boss. Radio since 1924, KTUC Mgr. since 1942. Promotion expert. Does Sears' "45 Minutes From B'way", daily . . . now in its 4th year.

Malcolm Claire has a Pied Piper effect on young listeners. A trouper with more than 20,000 broadcasts and nearly 30 years in show biz and radio.

Pete Tufts, Manager, after 5 years of Chemistry changed to—5,000 Watts—radio activity! Skillful program director and 4 hours at the mike, daily, keep Pete slim.

there's something good to hear

right now—

ON KTUC TUCSON, ARIZONA

And part of the good news is that KTUC reaches a buying market of 180,000 people who spent more than $275,000,000, last year.

Hilde Clark, keeps the women happy and informed. Excellent radio voice and lots of talent. Radio 6 years; KTUC, two years.

Fred Finney, Tucson's Number One news commentator. Former reporter and editor, over 25 years of news gathering and analysis.

KTUC

MBS in Tucson

Lee Little, Mgr.

John Blair

Nat'l Rep.

EXAMINING the new signal range calculator for television stations, being distributed by Headley-Reed Co. among agency timebuyers and research chiefs, is Tucker Scott (seated), chief timebuyer of BBDO, under the watchful eyes of (l to r) Jerry Zucker, of BBDO, and William Faber, Richard Hogue and Sterling Beeson of Headley-Reed.

TV's Signal Range Whipped By Headley-Reed Slide Rule

UNIQUE slide-rule for quick calculation of the signal range of a television station—any television station—was revealed last week by Headley-Reed Co., stations representatives, which is distributing it to timebuyers and agency research heads.

Headley-Reed officials said the slide-rule makes it possible to estimate the service area of any TV station within 30 seconds, as against, say 30 minutes or more by the mathematical methods which have been standard in the past.

They quoted agency authorities as saying the new device would save timebuyers thousands of hours' work in the course of a year. They said this slide-rule has been checked by television engineers and found to produce results consistent with FCC engineering standards within an error factor of not more than 10%—which, they said, researchers find satisfactory.

By adjusting the slide-rule to align the markings for channel, power and antenna height, it is possible with the signal range calculator to find quickly the approximate Grade "A", Grade "B", and "Principal City" coverage—within the meaning of FCC's standards—of any TV station, either uhf or vhf, Headley-Reed authorities asserted.

The calculator was devised and copyrighted by J. B. Epperson, an associate member of Federal Communications consulting engineers, and is being manufactured by Pioneer Electronic Supply Co. of Cleveland. It employs the physical mechanics of a slide-rule, with markings substituted in terms of channel number, antenna height, power, miles decibels, etc.

Spokesmen for Headley-Reed, which is distributing the device free to agency timebuyers and others to highlight its expansion in TV, said it already had been adopted for use by BBDO.

THE LATEST WCKY STORY

When you buy WCKY
YOU BUY SELLING POWER
When you buy WCKY
YOU GET BUYING AUDIENCE
Fifty Grand in Selling Watts

WCKY CINCINNATI

NBC to Wage Merchandising Drive for Kate Smith Show

In an aggressive move to show the impact of multi-sponsored TV programs, NBC has mapped plans for a campaign involving participation of food retailers in 60 cities.

A WEEK-LONG merchandising campaign will be conducted by NBC in connection with its *Kate Smith Hour* and in conjunction with cooperating food stores in 60 cities from Feb. 26 through March 5, Fred N. Dodge, merchandising director of NBC, announced last week.

Designed as a pilot effort in a forthcoming merchandising drive to demonstrate the impact of multi-sponsored television programs, the campaign will use a combination of point-of-sale material, on-the-air promotion, exploitation, newspaper and trade paper advertising, publicity and special programming both before and during the week.

Current food sponsors on the *Kate Smith Hour* (Monday-Friday, 4-5 p.m. EST) will be offered special services by all departments of the network during the campaign week, and the food chain stores and independents who sell sponsors' products in the 60 cities in which the program is heard will reciprocate by saluting Miss Smith, "the lady of song."

Clients participating in the drive were listed as Gerber's baby foods, Simoniz Co. (floor wax), Procter & Gamble (Oxydol, Dreft, Ivory Snow and Prell), Nestle Co. (Nescafe), Minute Maid Corp. (frozen orange juice), Doeskin Co. (tissues), and Block Drug Co. (Amm-i-dent toothpaste).

Eastern Baseball Network

REGIONAL network of some 15 eastern stations will carry 155 National League daytime games during the regular baseball season from April 13 through Sept. 26.

New York Giants home and away games, as well as those played by other National League teams, will be sponsored cooperatively on stations taking a feed from WMCA New York. All sales are being handled by AM Radio Sales Co., Chicago, which represents WMCA and WIND Chicago.

WHBF Replaces WQUA

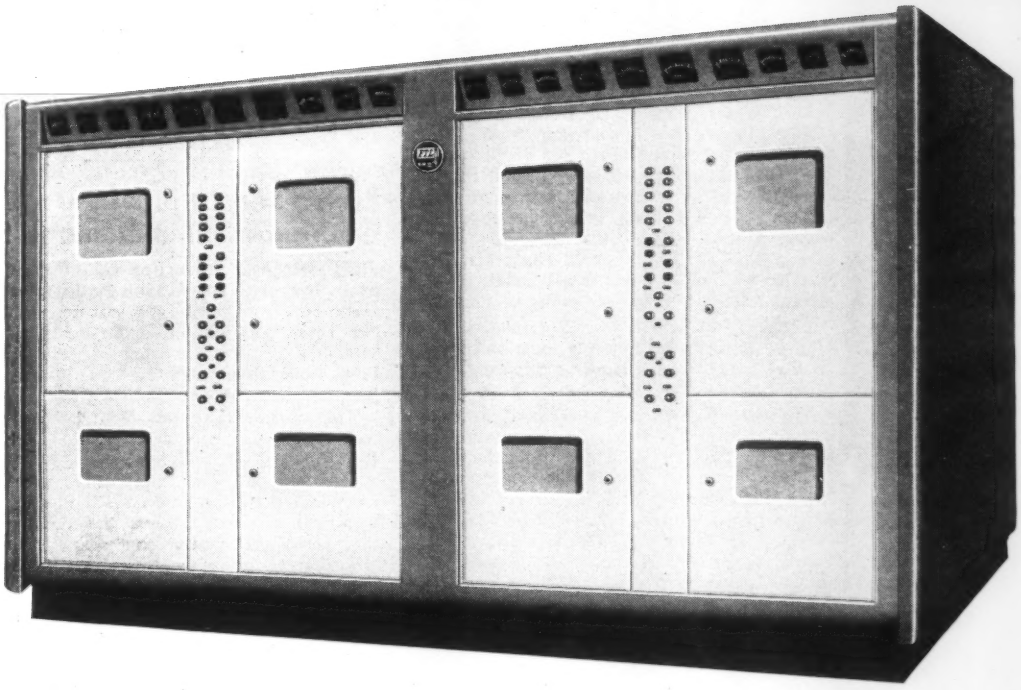
SIGNING of WHBF Rock Island, Ill., to replace WQUA Moline as the CBS Radio affiliate in the Quad-City area, effective July 1, was announced last week by William A. Schudt Jr., the network's national director of station relations. WHBF is with ABC.

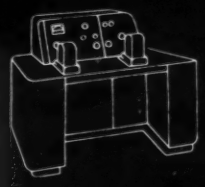
WMNC Affiliates With NBC

WMNC Morganton, N. C., became affiliated with NBC, effective Jan. 1, Harry Bannister, NBC vice president in charge of station relations, has announced. WMNC operates on 1490 kc and 250 w. It is owned by Nathan J. Cooper.

Federal

announces a completely new UHF transmitter...





Federal's FTL-20B transmitter is the latest in UHF equipment available today!

New in design — with trim, modern cabinet featuring simplified operating control and meter panels, new "look-thru" door construction and entirely redesigned internal arrangement. Swing-out sub assemblies provide utmost accessibility.

New in circuitry — with latest ceramic seal tetrodes for economical initial and operating costs. Rated power output — **1 Kw.**

This UHF unit comes complete with its own Master Control Console. Its self-contained two channel video and four channel audio switcher gives the added flexibility so necessary for modern TV station operation.

Call your nearest Graybar office for further information on this all new Federal Transmitter.

Federal . . . for complete TV Broadcast and Studio Equipment

Federal Telecommunication Laboratories, Inc.

500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. • Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.

Distributed by GRAYBAR

ENJOYING broadcast of CBS Radio *Lux Radio Theatre* are (l to r) Thomas Murphy, merchandising department, Pepsodent Div. of Lever Bros.; Deborah Kerr, motion picture guest star, and J. L. Dampier, vice president in charge of sales, Lever Bros., sponsor.

NBC Chicago Fuses AM and TV Staffs

NBC Chicago, in line with new network policy, reshuffled its radio and television staffs into a single operating unit last week.

Biggest change in the move is appointment of Jules Herbuveaux, formerly director of television operations, to assistant general manager of WMAQ and WNBQ (TV), reporting to Harry Kopf, vice president and stations manager.

Radio and television programming now comes under supervision of George Heinemann, former WNBQ program manager, whose new position is director of programs. Homer Heck, WMAQ program manager, has been named manager of consolidated radio and video production staffs. News, special events and public affairs, under the jurisdiction of Mr. Heinemann, are managed by William B. Ray.

John Whalley, former controller and now director of operations, will have reporting to him: Howard Luttgens, manager of technical operations; Leonard Anderson, manager of production and building services, and Thomas H. Compere, legal counsel.

John Wehrheim, formerly assistant controller, has been promoted to controller. Working with him will be Neil Murphy, chief accountant, and Glenn Uhles, office services supervisor. Messrs. Heinemann, Whalley and Wehrheim will report to Mr. Kopf.

John McPartlin continues as sales manager of WNBQ with Rudi Neubauer remaining as WMAQ sales manager. They will report to Mr. Kopf.

Snader Cedes TV Films For Cash Settlement

Arbitrator Rosenbaum has set new hearings for Friday to resolve finances in the Telescriptions dispute.

RIGHTS to some 750 Snader Telescriptions which have been the subject of lengthy litigation were relinquished last week by Louis D. Snader after arbitration and an undisclosed cash settlement.

Mr. Snader had sued Alexander Bisno and Samuel Markovitch, part owners with Mr. Snader in Snader Telescriptions Sales Inc., after the pair several months ago sold the Telescriptions for $600,000 to Ben Frye of Studio Films Inc., Cleveland [B•T, Dec. 15, 1952].

The arbitration, conducted by Samuel R. Rosenbaum, Philadelphia and New York attorney and former judge, gives Mr. Snader the right to produce and distribute new TV films as Snader Telescriptions Corp.

Mr. Snader originally had sued to prevent Messrs. Bisno and Markovitch from selling the Telescriptions and asked for dissolution of STS. His amended complaint by him charged the two with conspiracy and fraud and added as defendants United Television Programs, which now distributes the films for Studio Films; UTP President Gerald King, Mr. Frye and 103 limited partners; it also asked for declaratory relief and an accounting of funds.

The arbitration by Mr. Rosenbaum gives UTP the right to continue distributing the musical library under the Telescriptions name.

Mr. Rosenbaum also terminated all claims by Reuben R. Kaufman in STS, of which he formerly was president. Mr. Kaufman had filed a counter-suit naming as defendants Mr. Snader, Mr. Bisno, who is STS treasurer, Mr. Markovitch who is an STS director, STS, BSM Telescriptions, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Bisno Telefilm Sales, Henry Bisno, Nathan Dicker and Sidney Dorfman.

One question is on division of net proceeds among two sets of several hundred investors who contributed $1 million to finance the deals and who, according to reports, have received only $200,000 in return.

Disposition of a group of Alexander Korda feature films and a *Dick Tracy* video film series, controlled by Snader Telescriptions Sales Inc., also will be resolved.

Mr. Kaufman had charged a conspiracy between Messrs. Alexander Bisno and Markovitch, claiming Mr. Bisno spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of STS funds for himself and kept company money in his personal account. Mr. Kaufman, now president of Guild Films Inc., New York TV film distributors, charged STS received $2.1 million income up to May 1952 while spending $1.8 million, and demanded an accounting of the difference.

Crosley Buys Assets Of Johnston Film Company

PURCHASE of assets of Bert Johnston Productions Inc., TV industrial and commercial film firm, by Crosley Broadcasting Corp. was announced last Thursday by Robert E. Dunville, Crosley president. The purchase price was not disclosed. Crosley is buying physical assets of the firm on its liquidation and will operate it as a division of WLW Cincinnati promotions.

Mr. Dunville and G. Carlton Hill, executive vice president of the film company, closed the negotiations for the purchase, effective last Friday. The firm located in Deer Park, Ohio.

No change in personnel is contemplated, Mr. Dunville said.

Preliminary Injunction Granted in Film Damage Suit

PRELIMINARY injunction restraining Chesapeake Industries and Motion Pictures for Television Inc. from releasing a feature film, "Shed No Tears," to television pending trial of a $500,000 damage suit has been granted Frost Films and Equity Pictures in Los Angeles Superior Court [B•T, Nov. 24, 1952].

The restraining order, Jan. 9, also affects four Los Angeles TV stations: KNXT KNBH KTTV KLAC-TV.

Maintaining that it has not yet become a commercial practice to televise newly made theatrical motion pictures, the producers in their suit charge that video showing of the film will destroy future theatre release.

Besides the injunction as part of the $500,000 damage suit, the producers request the existing contract between themselves and Chesapeake be cancelled and the film be returned.

Also named as defendants are United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

Availabilities . . .

United Artists Television has announced 11 new sales of TV programs series distributed by the company. Heading the list is *Clete Roberts' World Report*, sold to **WGN-TV** Chicago, **WSBT (TV)** South Bend, **WEEK-TV** Peoria and **CBLT (TV)** Montreal.

* * *

Cate & McGlone, Hollywood, has completed 30 20-second TV film spot announcements for **United Air Lines,** Chicago. **N. W. Ayer & Son,** Hollywood, is the agency.

Production . . .

Louis D. Snader, Beverly Hills, has started production on the *Liberace Show* in cooperation with **KLAC-TV** Hollywood. Under a recently signed contract involving $1,521,000, 117 half-hour programs, starring the pianist, will be filmed during 1953 and distributed nationally by **Guild Films Inc. Duke Goldstone** is the director and **George Liberace** continues as musical director for his brother. **Robert M. Snader** is the associate producer.

In conjunction with **Wally Kline,** Louis Sna-

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
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MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

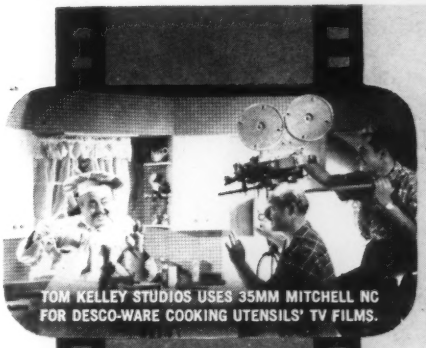
WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper*, *clearer*, and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.

JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS OF MITCHELL CAMERAS:

DEPARTMENT OF COMMERCE
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FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
MOODY BIBLE INSTITUTE
FILM GRAPHICS
CORONET FILMS

Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

Here's a glimpse of results of actual sales roped in by WTCN-RADIO personalities.

JIM BOYSEN—He made a one-minute announcement for National Jewelers in Minneapolis. Within two minutes, the jeweler was swamped with calls and couldn't handle the influx of store traffic.

SEV WIDMAN—Muntz-TV sold *more* sets from the Widman Show than the next three stations combined.

JIMMY DELMONT—He made only two announcements . . . sold eight 1951 Kaisers and six Henry J's.

JACK THAYER—With one announcement for Hallicrafter-TV, Thayer received calls for 300 TV demonstrations.

These boys are *real sales* hands. They're proven and experienced. Talk to your Free & Peters representative. Ask him about these *new personalities* who have the ability to move your merchandise.

A NEW POWER IN RADIO

WTCN-Radio

MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest

National Representatives
FREE AND PETERS

der will produce a quarter-hour TV film series, *Nickelodeon Show*, starring the **Sportsmen Quartet**. Known for their appearances on CBS Radio's *Jack Benny Show*, the group will do original songs in the format built around silent films. The series also will feature **Frances Farwell** singing star of her own NBC radio West Coast program.

* * *

Jack Chertok Productions, Hollywood, has started production on 10 half-hour films in **Du Pont's** *Cavalcade of America* series on NBC-TV. **William Thiele,** former M-G-M director, is directing. Agency is BBDO.

* * *

James Mason, his wife, **Pamela,** and **Richard Burton,** English film stars now in Hollywood, are readying plans to film 26 quarter-hour programs for television. To be called *Your Readers,* the trio will read selections from English and American literature in a living room setting.

* * *

Edna and **Edward Anhalt,** motion picture producer-writers with **Stanley Kramer Co.,** Hollywood, have completed half-hour script to be filmed by **United Jewish Appeal** for release to TV networks.

Film People . . .

Edward C. Corbett, Alexander Film Co., Chicago, and **Franklin P. Gibbs,** with the firm's Detroit office, have been made assistants to the president of Alexander Film Co., Colorado Springs, Col. Both formerly were special representatives. **Willard Eberling** has been named laboratory manager for the Colorado film advertising firm. He formerly was assistant laboratory manager.

Random Shots . . .

Rights to "The Best Television Plays," a collection edited by **William I. Kaufman,** have been acquired by a new firm known as **Best Television Plays Inc.,** and the plays, originally presented live, will be produced as a series of half-hour TV films by **Robert Lawrence Productions Inc.,** New York, using materials from the original live versions.

* * *

Series of 20 and 60-second film trailers, featuring Hollywood and Broadway name talent, are being utilized by M-G-M to promote its new feature film release, *"Main Street to Broadway."*

* * *

Telepix Corp., Hollywood, has moved to 1515 N. Western Ave. Telephone is Hillside 7391.

USAF's Asch Named V. P. In Van Praag Division

MARC S ASCH, civilian chief of film production for the U. S. Dept. of the Air Force, has been appointed a vice president and producer in the industrial and TV films divisions of Van Praag Productions, New York, President William Van Praag announced last week.

Mr. Asch

Mr. Asch was one of the founders of the Bureau of Motion Pictures of the Office of War Information and subsequently was technical director and studio manager. During World War II, he was a major in the Army Signal Corps. From the service he joined United World Films, TV film producers and distributors, as associate producer.

AM, TV Shows Receive Christopher Medals

TWO radio programs and three special Christmas telecasts received quarterly Christopher Awards at a luncheon at New York's Waldorf-Astoria last Wednesday.

The broadcasts were selected as creative works that "reflect the power for good that can be exerted, with God's help . . . in the literary and entertainment fields." Each award recipient received a bronze medallion. Eight other awards were made.

In radio, awards were presented to John Driscoll, John Zeller and Warner Law for their part in presenting *Barbed Wire Christmas* on NBC Dec. 18.

An award went to Henry Denker, writer-producer-director of *The Greatest Story Ever Told,* based on the book and aired on ABC.

In television, awards went to Fred Waring's special Christmas presentation in song and dance of some of the many traditions which have stemmed from the birth of Christ. Bob Banner, director, and Hugh Brannum, writer, also received awards for this CBS Television presentation Dec. 14.

Cal Kuhl, producer, and Fielder Cook, producer, were honored for their *Lux Video Theatre* presentation Dec. 22 on CBS Television of "A Child Is Born," based on Stephen Vincent Benet's Christmas story.

Awards went also to CBS-TV's *Studio One* presentation of *The Nativity,* based on a cycle of medieval "mystery plays." Fletcher Markle, producer; Franklin Schaffer, director, and Andrew Allen, writer, were selected for the special Christopher medallions.

Rupert Lucas

RUPERT LUCAS, 53, sales manager for Barry & Enright, New York, television program producers, collapsed and died after a heart attack Tuesday night in the DuMont Television Network studios in New York.

Mr. Lucas served previously as a radio producer with Young & Rubicam and as sales executive with ABC.

Surviving are his wife, Mrs. Constance Lucas of Hartsdale, N. Y., and a daughter.

ATAS Awards Dinner

ANNUAL awards dinner of the Academy of Television Arts and Sciences will be held Feb. 5 at Los Angeles' Hotel Statler and will be televised locally on KLAC-TV, according to Charles Ruggles, membership chairman and president-elect, who said the event may be sponsored and telecast nationally. Membership is at a record high of 350, he said. Barbara Britton, star of CBS-TV's *Mr. & Mrs. North* film series, will act as "Miss Emmy" in presenting local and national ATAS "Emmy" awards.

Loew Leaves Telemeter

DAVID LOEW, former president of International Telemeter Corp., Los Angeles, has withdrawn from the firm and sold his approximately 20% stock interest to the pay-as-you-see subscription TV corporations. A new president is to be elected Feb. 13 by the board of directors.

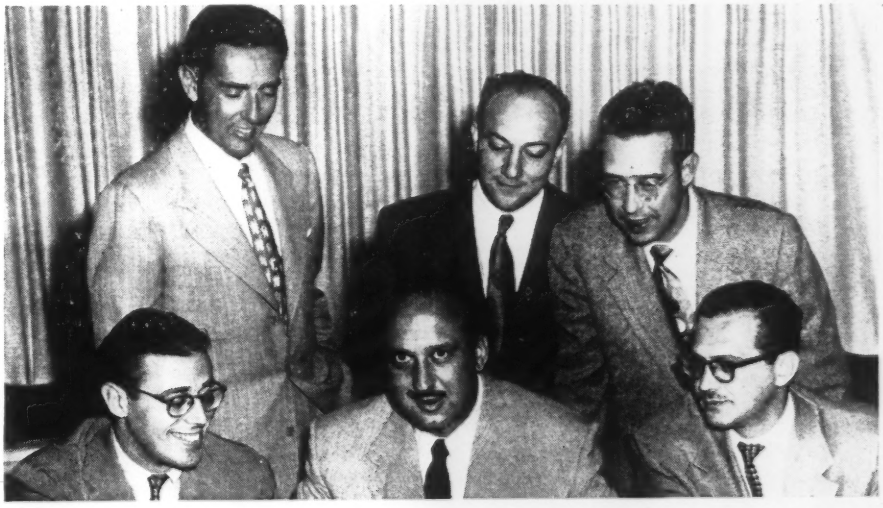
Paul Raibourn, vice president of Paramount Pictures Corp., continues as board chairman of Telemeter with Carl E. Leserman, executive vice president. Paramount is a 50% owner of ITC.

RCA Thesaurus Adds

RCA Recorded Program Services has announced that RCA's Thesaurus has added *Music Hall Varieties,* half-hour show featuring Beatrice Kaye and Joe E. Howard, to its library program series. Company has sent brochures and promotion kits to subscribers.

INS-Telenews Sports Films

INS-Telenews has added a new Monday-Friday sports film service for TV stations. Using 3 to 3½ minutes of footage per day, the service will include two or more stories of top sports events.



AT signing of Pacific-Mercury TV, Los Angeles for *Boston Blackie,* half-hour Ziv TV series are (seated, l to r) Walt Kingsley, Ziv Television Programs Inc.; Joe Beneron, president, Pacific-Mercury TV Mfg. Corp.; Elliott Peikoff, vice president, Mercury Television & Radio Corp.; standing (l to r) are Don Staley of the Ziv firm; Edward L. Koblitz, president, The Edwards Agency, and Jim Brent, advertising manager, Pacific-Mercury TV.

COMPATIBLE COLOR SPECIFICATIONS APPROVED BY NTSC AT IRE MEET

With standards for compatible color approved in principle last week at the IRE meet, the National Television Systems Committee findings will be put to several months of thorough field-testings. Subsequent step would then be application to the FCC for such type commercial telecasting.

FULL set of signal specifications for a compatible system of color television was approved Thursday by the National Television Systems Committee, meeting in full session at Institute of Radio Engineers headquarters in New York [B•T, Jan. 12].

Approval of the specifications in principle marks a red letter day in the history of NTSC, all-industry group which for more than two years has been struggling with the problem of perfecting a system of colorcasting which would provide for the reception of colorcasts in black-and-white on the millions of monochrome TV receivers now in use as well as reception in full color by color receivers.

Before the group applies to the FCC for authority to telecast commercially under the NTSC standards, however, the specifications approved by the group last Thursday will be given exhaustive field tests, lasting perhaps three or four months. Dr. W. R. G. Baker, General Electric Co. vice president and chairman of NTSC, told BROADCASTING • TELECASTING Thursday that these field tests are designed "to adjudicate the specifications beyond the slightest question of a doubt."

Dr. W. R. G. Baker

Transmitters operated by DuMont, RCA, Philco and General Electric will definitely be employed for the tests, Dr. Baker said, with others perhaps participating as well. Knox McIlwain of Hazeltine Corp., chairman of NTSC Panel 16, will direct the testing program.

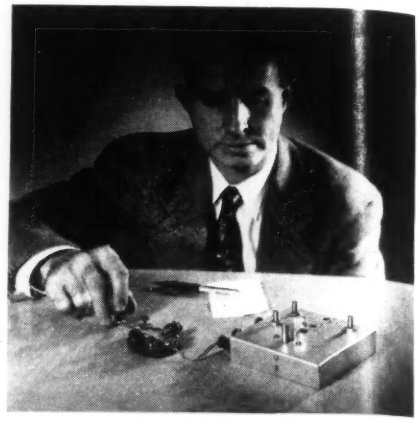
The editorial committee of NTSC Panel 12 was instructed to prepare the full set of approved signal specifications for color TV and to distribute them to the industry at the earliest possible moment. Donald Fink, Philco Corp., chairman of the editorial committee, said he would get his group together to prepare such an industry release within the week and would forward the material to the NTSC secretary for dissemination throughout the TV broadcasting and manufacturing industry. It was estimated that the task might be completed in two to three weeks.

Specifications approved by NTSC last week involve perhaps a 50% change from the tentative specifications issued by the group some months ago, Dr. Baker reported. Their present form he believes will stand up throughout the field testing period with only minor changes, he said, quickly adding that this is a personal, not an official viewpoint.

Dr. Goldmark Pointed Out

The presence of Dr. Peter C. Goldmark, CBS vice president in charge of engineering research and development, at the NTSC meeting was especially pointed out by several committee members. Dr. Goldmark conceived and directed the development of the non-compatible CBS system of color TV which won FCC approval for commercial operation in 1950. A court case attempting to block that decision was decided in CBS' favor the following year but at a government request to withhold production of color receivers for the present so as not to divert essential materials, CBS has not put its color sets on the markets. Dr. Goldmark was accompanied at the Thursday meeting by John W. Christensen, chief engineer of the CBS Laboratories Div.

Also present at the meeting were: Dr. Baker; A. W. G. Jensen, Bell Labs.; A. L. Beers, RCA Robert E. Shelby, NBC; Mr. McIlwain; B. F. Tyson, Sylvania; E. W. Engstrom, RCA; P. Neuwirth, Teleking; George H. Brown, RCA; W. W. MacDonald, Electronics; John V. L. Hogan, Hogan Labs; R. M. Bowie, Sylvania; Alfred N. Goldsmith; A. V. Loughren, Hazeltine; Dorman D. Israel, Emerson; Robert Dressler, Chromatic TV Labs.; D. E. Harnett, GE; D. B. Smith, Philco; Richard Hodgson, Chromatic; Lewis M. Clement, Avco (Crosley Div.); I. J. Kerr, GE; Mr. Fink, Philco; Kurt Schlesinger, Motorola; Dan E. Noble, Motorola; T. T. Goldsmith, DuMont; S. Taranter, Admiral; Clure Owne, ABC; R. B. McGregor, Arvin; D. E. Wyndman, Eastman-Kodak; John M. Barstow, Bell Labs.; Bernard F. Osbahr, Caldwell-Clements.



FIRST use of a transistor in vhf radio transmission has been claimed by RCA Victor, Camden, N. J. George M. Rose, who operates K2AH, amateur station, from his home in Mountain Lakes, N. J., and who is manager of RCA Tube Dept. development group, demonstrates tiny transistor transmitter. Device is built around a single RCA point-contact transistor now being developed experimentally in the department's laboratory. Mr. Rose was able to contact a "ham" station over 25 miles away.

7 New TV Outlets, 2 Others To Get Blaw-Knox Towers

ORDERS for towers for seven new television stations have been received by Blaw-Knox Co.'s Tower Dept., the firm announced last week.

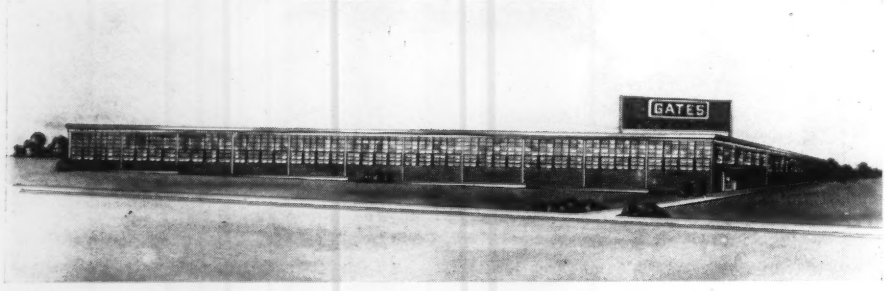
Towers will be supplied to KBTV (TV) Denver; KRTV (TV) Little Rock; KFSA-TV Fort Smith, Ark.; WTVI (TV) Belleville, Ill.; WICC-TV Bridgeport, Conn., and WSLS-TV and WROV-TV, both Roanoke, Va.

Replacement towers for pre-freeze TV stations have been contracted by WHIO-TV Dayton, which will replace its 500-ft. tower with one 1,104 ft., and which will include an elevator to the top, and WMCT (TV) Memphis, which will substitute a 1,050-ft. tower for its present 750-ft. structure.

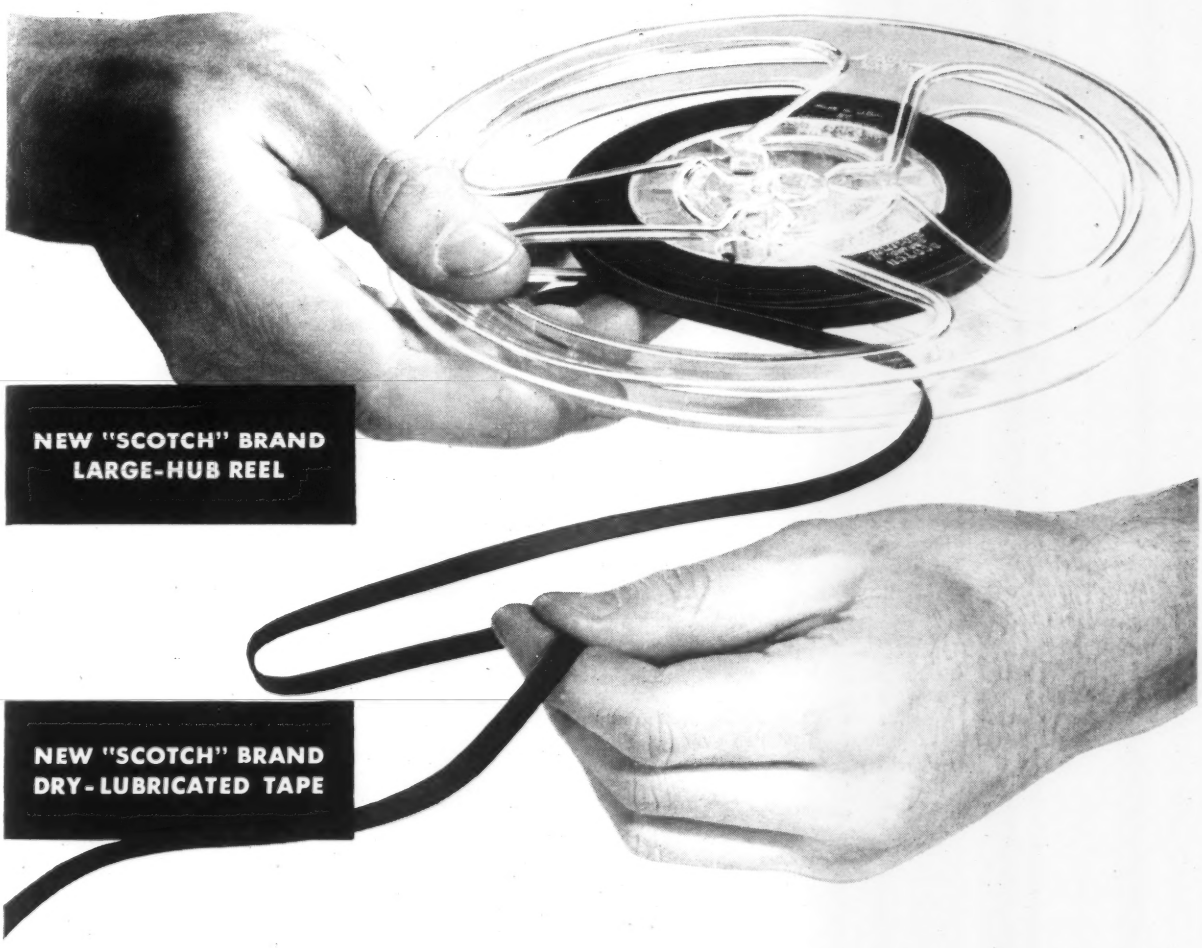
Philco's '52 Sales Up 18%

WILLIAM BALDERSTON, president, Philco Corp., reported last week that Philco sales in 1952 exceeded $360 million, an 18% increase over 1951.

If general business continues at present levels, Philco has an opportunity to manufacture and sell more than one million TV receivers in 1953, Mr. Balderston predicted, in view of the planned opening of some 100 new video broadcasting stations.



GATES Radio Co. expects to occupy its new general transmitter assemblage plant, shown in artist's drawing above, sometime in April. Located on a seven-acre plot at Quincy, Ill., the new plant, the first of several sections planned, is 237 by 100 ft. and is on one floor with daylight construction. Gates will continue to operate its Plant No. 1 at Quincy and, accordingly, will plan to maintain company general offices there.



You need *both* to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available *only* on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch. And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

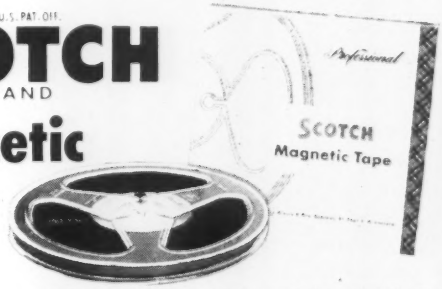
The new larger hub on this improved reel does its part in combatting timing errors, but remember . . . for split-second accuracy and flawless reproduction every time, you need the *extra* advantage of "Scotch" Brand *Dry-Lubricated* Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and *Dry-Lubricated* Tape!

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

- **NEW LARGER HUB** measures 2¾ " compared to the 1¾ " of standard reels
- **SINGLE THREADING SLOT** minimizes distortion of lower tape layers
- **DRY-LUBRICATED TAPE** practically eliminates sticking, squealing, cupping
- **100% SPLICE-FREE.** All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices

REG. U.S. PAT. OFF.
SCOTCH BRAND
Magnetic Tape



3M COMPANY

The term "Scotch" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

TV PROBLEMS TO TOP AIEE WINTER SESSION

Electrical engineers will converge on New York this week to hear technical papers on a number of timely subjects including transistors, color TV, uhf broadcasting, civil defense and 'Conelrad'.

TELEVISION problems will be dealt with in two Tuesday sessions of the Winter General Session of the American Institute of Electrical Engineers, being held this week, Monday through Friday, at the Hotel Statler, New York. TV pictures will be discussed during a Thursday afternoon session on high-vacuum tubes. Broadcast engineers may also be interested in a Thursday morning session on radio communications systems and in two Tuesday sessions on semi-conductors, chiefly transistors, included in the 86 technical sessions scheduled for the five-day meeting.

At a general session on Monday afternoon, AIEE President D. A. Quarles will present the Edison Medal to Dr. V. K. Zworykin, RCA scientist who invented the electronic tube which is the heart of present day TV. Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., will discuss the career of the medalist and Prof. J. F. Calvert, chairman of the Edison Medal Committee, will describe the establishment of this award during the afternoon general session, whose principal address will be delivered by Dr. H. T. Heald, chancellor, N. Y. U.

Dr. Zworykin

Tuesday morning technical session on uhf TV will include the following speakers and papers: E. W. Allen Jr., FCC, "General Aspects of Uhf Broadcasting"; Dana Pratt, RCA Victor, "Uhf TV Transmitting Equipment"; F. E. Talmadge, RCA Victor, "New Devices for Broadbanding Uhf Transmitter"; D. W. Peterson and Jess Epstein, RCA Labs., "An Experimental Study of Wave Propagation at 850 mc"; J. W. Waring and W. P. Boothroyd, Philco Corp., "Selection and Amplification of Uhf TV Signals."

A session on color TV that afternoon will comprise: D. B. Smith, Philco Corp., "Present Status of NTSC Color"; Page Burr, Hazeltine Electronics Corp., "Transmitting Terminal Apparatus for NTSC Color TV"; Donald Fink, Philco Corp., "The Synchronization Problem in Color TV"; J. G. Reddeck, RCA Labs., and H. C. Gronberg, NBC, "Network Transmission of Color TV Signals." Also at that session, R. W. Ralston and D. B. Eickline of Illinois Bell Telephone Co. will discuss the national political conventions.

Radio Sessions

Agenda for the Thursday morning session on radio communications systems includes: C. A. Armstrong, AT&T, "Communications for Civil Defense"; R. J. Renton, FCC, "Conelrad"; J. R. Neubauer, RCA Victor, "The New Jersey Turnpike—A Unique High Communication System"; R. D. Campbell, AT&T, "Path Testing for Microwave Radio Routes."

High-vacuum tube session Thursday afternoon is scheduled to include: W. P. Bennett and H. F. Kazanowski, RCA, "1 kw Transmitting Tetrode for Uhf"; M. B. Shrader, RCA, "A New 10 kw Air-cooled Tetrode for Vhf TV Service"; John Hartman, DuMont Labs., "Cathode-ray Target Tube for Pulse Height Analysis"; W. A. Dickinson, Sylvania Electric Products, "Electromagnetic and Electrostatic Focus for Picture Tubes"; R. B. Ayer, RCA, "High-power Industrial Vacuum Tubes Having Thoriated-Tungtsen Filaments"; A. M. Bounds and P. N. Hambleton, Superior Tube Co., "The Nickel Base Indirectly Heated Oxide Cathode"; H. B. Law, RCA, "The RCA Three-gun Shadow Mask Color Kinescope."

Minnesota Mining to Build

MINNESOTA Mining & Mfg. Co., which is conducting extensive and secret research into magnetic tape recording of pictures for television, has purchased 125 acres near St. Paul for construction of a $3 million research laboratory. Construction of this first in a series of additions will begin this spring, and is expected to be completed by the fall of 1954.

It will house the central research department, where the "more fundamental and longer term" projects are carried out under the direction of Dr. Harry N. Stephens.

Minnesota Mining also maintains a research unit for each of its product divisions, and has realized $25 in sales for every $1 it has spent on research, according to William L. McKnight, board chairman.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

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Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

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3738 Kanawha St., N. W.,
Phone Emerson 2-8071

NLRB Blocks Move to N. Y. In Hearing on TV Writers

RENEWED attempts by NBC, CBS, ABC, Authors League of America and Screen Writers Guild to move the NLRB hearings involving television writers from Los Angeles to New York for further testimony were denied by Trial Examiner Norman Greer at the conclusion Wednesday of the hearing of several weeks [B•T, Dec. 2, 1952].

He gave Television Writers of America, whose petition to be bargaining agent for Hollywood writers on network live and film TV shows caused the hearing; ALA, SWG and the networks until Feb. 4 to file briefs. Desilu Productione and McCadden Corp. whose cases were consolidated with the networks, also were given that deadline.

TWA Scope Questioned

ALA and SWG claim TWA is not representative of the craftsmen it seeks to represent [B•T, Dec. 15].

Frances Inglis, SWG executive secretary, during testimony Wednesday said 190 companies in the U. S. are producing pictures for TV showing. Of this number, 103 have headquarters in Hollywood, 68 in New York, 9 in Chicago and 10 elsewhere.

Nationally, they utilize the services of some 600 writers, she testified.

SAG Opens Chicago Office With Jones as Representative

SCREEN Actors Guild has opened an office in Chicago. John Dales Jr., SAG's national executive secretary, last week announced the new office was arranged with cooperation of the American Federation of Television and Radio Artists (AFTRA) local in Chicago.

Raymond A. Jones, executive secretary of the AFTRA branch, also will be SAG representative in the Windy City. The guild's staff will be housed at 102 E. Hubbard St., AFTRA's office.

Thomas J. Shea

FUNERAL services for Thomas J. Shea, 53, assistant president of International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators of the U. S. and Canada, where held Friday in Middletown, Conn. Mr. Shea, a former president and vice president of the Connecticut State Federation of Labor, died Tuesday at the Will Rogers Memorial Hospital at Saranac Lake, N. Y., where he had been a patient for several months. He had been assistant president of IATSE since 1945.

Engineer Openings

OPENINGS for an engineer and technical secretary on the International Frequency Registration Board in Switzerland were reported last week by the State Dept.'s Telecommunications Policy Staff. Interested candidates should submit their qualifications and other data to the Telecommunications Policy Staff, Dept. of State, Washington 25, D. C. (attention: Mrs. Hazel Briggs), not later than March 30.

BROADCASTING
TELECASTING

features

The Case for Live Television
Page 77

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Calo Pet Exchange Sells Dog Food
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Merchandising Tricks Of Feature Radio
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Fables of the leopard and the hippo—5

ON GOOD TIMING

THE HIPPO: "Alas, the victuals that pass me by. I always seem to miss the biggest share, at least."

THE LEOPARD: "Then study, sir, your timing in stalking *and* in snaring game."

THE MORAL: Wily television advertisers (like the Spotted Leopard) know, too, the importance of good timing. Of best-selling hours—and seasons—to pin down important sales.

So they choose *Spot* TV. Because they can buy just the hours that fit *local* viewing tastes best. In every time zone.

They can start fast. Or change pace easily during best selling seasons. In every market.

At low cost-per-sale.

Prove for yourself the importance of good timing . . . with Spot TV . . . on these thirteen select stations.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KECA-TV . . . . . Los Angeles
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WJZ-TV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WOAI-TV . . . . San Antonio
KGO-TV . . . . San Francisco
KOTV . . . . . Tulsa

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In two years the number of famili: owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger . . . CONSTANTLY GROWING . . . audience that will BUY what YOU have to sell ! !

January 1, 1953
225,000

January 1, 1952
116,000

January 1, 1951
56,000

1953

FIRST in the South's First Market!

CHANNEL 2 • HOUSTON

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Nationally Represented by *EDWARD PETRY & CO.*

KPRC-TV

The controversy over film vs. live production is as old as commercial television and doubtlessly will still exist years from now. Much can be said for both techniques. Here's the first of a two-part series. Next week John L. Sinn, president of Ziv Television Programs Inc., will present the case for films on TV.

the case for LIVE television

By Martin Stone

All television programming, like "Omnia Gallia," is divided into three parts:

1. Film projection,
2. Studio origination, and
3. Use of the mobile unit.

The case for live television is not being stated in terms of a plea against the first method, film origination. Programming there must be, and a great deal of it perforce will be on film. The plea here is for more television, more faith in the medium. For to state the case for live television is to plead the cause of television itself. This new miracle of communication deserves no distinction if it does not preserve a quality that makes it different. Film in abundance on television is the equivalent of the home movie in continuous performance. Live television is magic of its own.

The television broadcaster who draws upon celluloid for his daily programming reduces his role to that of an exhibitor. His programming is at the mercy of others; his selection of fare is limited. Where the broadcaster tackles live television, however, he refuses to be bound by the product of distributors. He holds the threat of competitive production.

Live Is Troublesome

Live television—let's face it—is gruelling, wasteful, ulcerous. It demands production on an assembly line basis where the standards are not mechanical but creative. There are some who even demand that television be an art form. To fill the airwaves, though, with artistic performances—alive and skillful, day and night—is impossible even for the extravagance of a network. There is no reservoir of creative talent vast enough to accommodate the continuous spilling-over-the-dam of television programs. The prospects are even more frightening for the intrepid broadcaster who attempts to meet the challenges of live programming on a local basis with a limited budget and meager equipment.

Why, then, should the broadcaster attempt live television?

Some of the answers may here be suggested:

1. The community demands it. Certainly television has a public service to perform which no mere transmission of film can provide. Whether it be local meetings, parades or Boy Scout jamborees, the local broadcaster will have to establish his cameras for coverage of community events—on the scene—as a condition of his privilege of broadcasting.

2. No film, and no mechnical recording, can act as an equivalent for the immediacy of television coverage which comes from the use of the mobile unit in a special event. Whether it be boxing or baseball or wrestling or the Mummers' Parade, there is an excitement and color which comes from the transportation of the viewer to the scene that no other medium can duplicate. Television needs no intermediary, no commentator, no reporter. It is a fishbowl into which the world can peer, where real-life dramas and contests take place without benefit of script. The World Series game that hinges on the performance of the batter who has just stepped up to the plate, the roll call at the political convention that will determine the identity of the next President of the United States, the crime hearing at which an underworld king must choose at once between admission of guilt and contempt of Congress. Here is television at its best as it offers the exciting spectacle of news as news is made. Filmed television can offer no substitute for the quality of *NOW*.

3. No film, or tape, or any other reproduction, can capture the live—a better word is alive—quality of the personality in television. Whether it be Arthur Godfrey, Bishop Sheen or Adlai Stevenson, if a personality's purpose is to face a camera and by sheer talk establish a sense of communication with his audience at home, film remains a hurdle. "Talk" personalities on television make the bridge by sharing in common a simplicity: They do not pretend to be other people, or in a situation comedy, or in a "show." The fact that Mr. Godfrey is supported by a cast, or sets or costumes, doesn't spoil the

When Gabby Hayes (l) visited Howdy Doody and Bob Smith, it was a meeting of two of Author Stone's profitable television ventures. The Howdy Doody character has spawned a swarm of merchandising sidelines that have become a multi-million dollar business. It is among the oldest and most popular shows of its kind on the air.

XUM

fact that he never pretends to be putting on a "production." It's all dressing, revealed as a device to the viewer. Mr. Godfrey himself is most effective when he sits behind a desk and sells tea, man to man. Consider his loss of effectiveness when for a time he sold orange juice via kinescope. Mr. Godfrey, live, is talking to you—not to a cameraman who made a film, which was transmitted on television and which you happened to see.

Mr. Godfrey, Walter Winchell, John Cameron Swayze, share this characteristic in common: They are playing directly to the audience at home, in contrast with performers in a dramatic show who play to each other *for* an audience. Or, indeed, compare Sid Caesar or Milton Berle, or even Groucho Marx, who put on shows *for* an audience in a theatre. The personality in television derives his strength from a sense of intimacy enjoyed by his subject at home. Certainly Bishop Sheen is the kind of television personality that fairly crosses the camera into the living room. This is nigh impossible of achievement on film. It has nothing to do with the quality of celluloid. It has to do with being *alive*.

Mobility Is Key

4. The greatest potential for the expansion of the use of the television camera lies in a fuller employment of the mobile unit. I believe that this remains pioneer territory in television programming. The wide concentration on vaudeville, situation comedies and dramatic shows in expensive studio productions may make sense to the networks because of heavy investments in real estate and the luxury of the full time studio staffs, but the time is fast approaching when even the networks can afford only a few extravaganzas. The local broadcaster, without mammoth accommodations, expensive scenic designers and large construction shops, must from the start rely on the luxury of his imagination. He will, I feel, inevitably turn to his mobile cameras for realism on a low budget, which only natural settings and on-the-scene action can afford.

The greatest asset which television has to provide is truth. Compare radio, where one had to rely on reportorial technique; the announcer had to portray by appeal to the ear, and the listener had to supply his own imagination to add realism to the scene. Newspapers have a similar limitation, and perhaps the nearest approach to the realism of television is in the pictorial magazines like *Life*. Yet even here editorial restrictions and the limitations of space confine the story. Only television illuminates reality with a vivid impact that approximates actual witnessing.

The American public wants to know; television can be a mirror of America at work. The approach to television which is measured by truth demands the use of the uncompromising eye of the mobile camera.

The Kefauver hearings, for example, were a merciless revelation of truth. In another direction, President Truman's tour of the White House was a stimulating example of how all of us can be transported to an inner sanctum—a demonstration of television's reality. There is room for many more such explorations, so that those in the East can see the wonders beyond the Mississippi, and those in the West can visit New York's skyscrapers, subways and slums.

The mobile unit can do even more for the local community. It can show the processes of democracy at work . . . the courts, the marriage license bureau, the child welfare associations, the charity groups, the investigation bureaus, the city councils, what goes on in a city at night—in the night courts, in the fish markets, in the industries.

The Magic of TV

The magic of television lies mostly, I think, in being transported. It is the satisfaction received from sitting in one's living room with a sense of being present at Radio City, with a sense of performance by Arthur Godfrey for me—propped as I might be in an easy chair. There can be nothing but pleasure for the average man in witnessing the spectacle of (A) either Arthur Godfrey talking to *him*, indeed wooing him, or (B) witnessing *The Show of Shows* in his living room with as much enjoyment as the poor folks who had to go to the International Theatre and stand in line in a driving rain —if they were lucky enough to get tickets. No film accomplishes this purpose. A film may amuse and may entertain, but it does not give a sense of transportation. The only near-equivalent satisfaction to be derived from a television film comes from the fact that here is the equivalent—perhaps—of the local movie, without the inconvenience of going to a local theatre.

The case for live television is a plea for understanding of a new medium of *communication*. Film is a spectacle, and while a motion picture may be informative, even inspiring, it never acts as a vehicle of—repeat — communication. The efforts toward emphasizing live television must bear in mind this distinction, and seek to capitalize on its advantages.

(Don't miss "The Case for Films on TV" by John L. Sinn, president of Ziv Television Programs Inc., in next week's BROADCASTING • TELECASTING.*)*

ABOUT THE AUTHOR

Martin Stone is a lawyer turned executive and program producer. He is president of Kagran Corp., which, among other things, produces *Howdy Doody* and merchandises the freckled dummy. He is creator of *Author Meets the Critics* and the *Gabby Hayes Show*. Other programs he has produced include *Americana*, which Firestone sponsored on NBC-TV; *Gulf Road Show* for Gulf Oil on NBC-TV, and the *Jackie Robinson Show*, now on NBC radio.

No more lively show was ever aired than "Author" on the night Sen. Taft tangled with Tex McCrary.

Business is

in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . *and it'll continue to be in '53.* The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "*sell*" into your Detroit campaign by putting more of your ad money into WWJ.

THE STATION OF NEW LISTENS

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate
Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

THE PITCH ON

An ingenious partnership has built a $12 million business by adapting an old profession to modern media. The pitchman is off the streets and in the parlor.

OF ALL the toilers in the mercantile world, none has lived more precariously than the pitchman. His has been a nomadic and sometimes hounded trade, complicated not only by the usual vagaries of commerce but also by cruel changes in the weather and, in some communities, the oppressive diligence of the police.

For generations, the pitchman was obliged to endure another inconvenience. His sphere of influence extended only as far as he could project his voice, and even that range was limited, since there was always a chance that an intemperate shout would attract a hostile cop. It is a tribute to the resourcefulness of these vagrant merchants that so many survived such obstacles and accomplished their intricate purpose of bewitching passers-by into buying the potato peeler they had not until then realized they were dying for or the vitamin compound to cure debilities they had never suspected they had.

The limitations that have plagued the pitchman have now been relieved. Thanks to the miracles of radio and television, he not only has been taken off the streets but installed in the American home. He makes his pitch in comfort, undistracted by fears of sudden thunderstorms or roving flatfeet. Millions hear and watch him, and millions buy his wares. He has climbed from the society of carnival and boardwalk to the company of artists and millionaires. His astonishing transformation was arranged, not surprisingly, by two of his kind, perhaps the two most resourceful pitchmen who ever hawked a hair cream to a bald man.

Zooming Business

Aside from achieving the social elevation of their former colleagues and themselves, Charles D. Kasher and Leonard Rosen have made gratifying advances in their personal finances. A three-man partnership including them and Leonard's brother, Jack Rosen, set up shop in July, 1950. Their gross sales that year were $225,000. In 1951 sales were $4 million and in 1952, $12 million. It is the official estimate of the Messrs. Rosen and Kasher, who like to speak in round numbers, that gross sales will be $18 million this year.

Radio and television are responsible. In the last six months of 1950, Mr. Kasher and the Rosens spent $50,000 on radio-TV (mostly TV); in 1951, more than $1 million; in 1952, $4.5 million. The budget is expected to be about the same this year as it was last.

The enterprises which have amassed these records in so short a time are Charles Antell Inc., distributor of Charles Antell Formula No. 9, a hair cream and shampoo; National Healthaids of Baltimore Inc., distributor of NHA Vitamin Complex and Fastabs, a weight reducing pill; and Ronald Research Laboratories Co. Inc., which manufactures the products sold through the other two companies and conducts research into new products that the Messrs. Rosen and Kasher intend to unloose upon a market already reeling from the effects of those that have been introduced.

The origin of the half-hour pitch on radio and television, cornerstone of the Antell advertising technique, may be charged to a fateful meeting of Messrs. Kasher and Leonard Rosen in 1935 in Dayton, Ohio, where Mr. Kasher was temporarily established in a department store, pitching a lanolin hair shampoo called Albu-Lan. Mr. Rosen had stopped off en route to Cincinnati where he had an engagement for a similar enterprise with another hair product.

Old Pros

At that time both were experienced pitchmen. Mr. Kasher had entered the profession in 1930 at the age of 18 and Mr. Rosen the same year at the age of 15. A rapport was established, and the two went into partnership to demonstrate Albu-Lan at whatever store would provide refuge.

In 1938, they decided to diversify their sales by adding a vitamin-mineral product, Vigor-8, to their portable inventory. Vitamins were becoming popular at that time and Vigor-8 sold profitably, but despite his improving income Mr. Rosen decided to stay in one place for a while. He was 23 when he went back home to Baltimore to provide the mature and stabilizing influence in partnership with his younger brother, Jack, who by then was 20 years of age and chafing to establish his own business before he grew old. The Rosen brothers opened a house-to-house installment trade, traveling through Baltimore with possibly the most extensive and varied assortment of merchandise ever peddled door-to-door. The principal items in their line were home furnishings, jewelry and appliances.

Mr. Kasher, for the time being, continued as a transient vendor of Vigor-8.

Watching the Store

In 1941 the Rosen brothers took shelter. They opened a Baltimore store to sell the random merchandise they had previously sold door-to-door. By 1943 they had four such stores in the city, and Leonard was ready to branch out.

He and a friend became partners in Wood Products Inc., which manufactured furniture. Coincidentally Mr. Kasher quit the road and acquired an interest in Belforte Co., also a furniture manufacturer. The corporate history of these enterprises is somewhat vague, but in 1945 Belforte absorbed Wood Products, putting Messrs. Kasher and Rosen in partnership again. Not long afterward Mr. Kasher sold out, and two years later Mr. Rosen left Belforte to return to the stores with his brother.

In 1949 they consolidated their retailing into one store and began using radio advertising on WITH Baltimore. In February, 1950, they made their first excursion into television. One of the numerous products they were selling was an air conditioner. Financed by the Baltimore distributor of the unit, Leonard himself performed two demonstration programs on TV. Since neither radically upset the normal sales of air conditioners, he decided to obtain the skilled assistance of Mr. Kasher, celebrated in his circles as an adroit writer of pitch copy.

Mr. Kasher meanwhile had returned to active demonstration and was presiding over a lucrative pitch in Toronto, shoving a lanolin hair cream called Lee Harris. He was at first reluctant to leave a rewarding stand, but he yielded when Leonard explained the possibilities of going into the pitch business on television.

Once Mr. Kasher was in Baltimore, it was only a matter of weeks before a new vitamin compound of incalculable therapeutic effect had been discovered, perfected and bottled by him and his new partners. At the end of July 1950, Mr. Kasher himself went on WMAR-TV Baltimore in the first 30-minute pitch for NHA Complex, to be sold by mail.

Avalanche

Within an hour after Mr. Kasher had described the benefits of NHA Complex, 300 telephone orders for the wonder preparation had been received at WMAR-TV, enough to more than cover the $240 it cost to buy the time. It was plain to the Messrs. Kasher and Rosen that the pitchman's trade had become big business. They decided at once to expand. In less than a month after the introduction of NHA vitamins, the partnership performed a second chemical miracle of discovering, perfecting and packaging a new and revolutionary hair cream which they named Charles Antell, borrowing Mr. Kasher's first name and his mother's maiden name. The appendage, "Formula No. 9," was a stroke of merchandising inspiration, suggesting as it did the years of experience that had been attained in the making of the non-existent Formulas No. 1 through 8.

A half-hour TV commercial for Formula No. 9 was filmed with a professional actor, Richard Llewellyn, delivering the pitch. Mr. Llewellyn's fluency did not measure up to Mr. Kasher's, but he seemed more suited to television presentation of a hair treatment. Despite years of incessant massage

RADIO and TV

By Edwin H. James

while demonstrating unguents containing lanolin, the same magic ingredient of Formula No. 9, Mr. Kasher had developed a receding hair-line.

The Charles Antell promotion was even more successful than that for the vitamin compound. After the half-hour pitch was shown on WDTV (TV) Pittsburgh, 2,800 telephone orders were received in an hour.

It was fortunate that the Antell commercials were so effective, for the progress of NHA Complex was severely curtailed by a rude intrusion of the Federal Trade Commission which refused to believe that NHA Complex would prevent or cure arthritis, neuralgia, sciatica, lumbago, gout, bursitis, coronary thrombosis, rheumatism, high blood pressure, diabetes, bad bones, bad teeth, malfunctioning glands, infected tonsils, infected appendix, gallstones, eye trouble, goiter, overweight, underweight, constipation, indigestion, nervousness, lack of energy, lack of vitality, inability to sleep and grouchiness—as the exuberant commercials of Mr. Kasher seemed to promise.

Last November Federal Judge Calvin Chesnutt, of the U. S. District Court in Baltimore, issued a preliminary injunction restraining the Messrs. Kasher and Rosen from claiming that NHA Complex was an effective treatment for any such disorders. Judge Chesnutt noted the defendants' assertion that the commercials had not specifically made such claims, but he added:

"It is true that nowhere in the lectures do I find an express or direct statement that NHA Complex will prevent or cure these specifically mentioned human ailments, but . . . reference to them is subtly interwoven into the lecture in such a way that the overall impression can reasonably be stated to be that one hearing the lecture by radio or on television might well conclude that NHA Complex is a perfect treatment to avoid or cure such ailments."

The commercials that ran afoul of the FTC were in the long traditions of the pitchmen's spiel. An authoritative, seven-point description of the classic technique has been furnished in a short history of the Kasher-Rosens enterprises prepared under their direction by their publicity agent, Hal Salzman Inc., of New York:

1. Select a product that fits this sales technique.

2. Locate in heavy traffic areas.

3. Stop passing traffic with humorous, entertaining, informational, educational sales patter, into which is skillfully and unobtrusively (until the commercial comes) intertwined the compelling sales points of the product to be sold at the end of this talk.

4. Keep building a crowd around the counter, until the time arrives for the actual sales commercial.

5. Make the commercial sales pitch.

6. Close hard, fast, with compelling impact.

7. Make sales on the spot.

Point 3 is the critical part of the pitch. Around the New York offices of Television Advertising Assoc. Inc., an advertising agency which the Kasher-Rosen partnership owns and which prepares all commercials, this part of the pitch is candidly described as "the hook." It was in execution of "the hook" that Mr. Kasher's NHA Complex commercials referred to the numerous ills the flesh is heir to, without reference by name to NHA Complex. In the radio and television commercials now used for Charles Antell Formula No. 9, Point 3 is equally important. In the half-hour versions, Point 3 occupies at least two-thirds of the pitch, and Point 5—the naming of the product—is not reached until Point 4—a maximum audience build-up—has been fully exploited.

On radio and television the deliberate delay in reaching Point 5 serves a secondary purpose, in addition to collecting a crowd. It enables the Messrs. Kasher and Rosen to argue that the half-hour pitch is not in violation of commercial limitations in the radio and television codes, since the product name is not mentioned throughout the program.

Station Lineup

Undeniably, this argument has been persuasive to a great many radio and television stations. Antell and NHA Complex half-hour pitches have been broadcast by as many as 800 radio stations, and at one time Television Advertising Assoc. was able to place the half-hour films on 61 television stations.

"The hook" in the Antell commercials consists of a straight pitch on the evils of traditional hair care. The pitchman decries the tragic effects of submitting one's hair to the ministrations of barber shops and beauty parlors, where hair is mercilessly scorched, chilled and doused with useless goo. Twenty minutes of such graphic presentation are apt to impart the fear that the next visit to the barber means instant baldness.

Happily, however, the pitchman confides that there is an antidote to the medieval treatment the audience has been accustomed to accord its hair. The antidote is lanolin. As proof that lanolin is the only substance that hair can feed on, the pitchman points out that sheep are rich in natural lanolin and "Did you ever see a bald sheep?"

When the extraordinary healing powers of lanolin have been thoroughly described, the pitchman reaches Point 5, mention of Charles Antell Formula No. 9. From there on there can be no doubt who is sponsoring the performance.

Some 80 variations of these pitches, in both half-hour and 15-minute form, have been produced on record for radio and film for television. The variations are slight, since all the "programs," as the Messrs.

HOTTEST PITCH IN HISTORY

Though their techniques have earned for countless thousands of their colleagues no more than hand-to-mouth rewards, the Rosen brothers and Mr. Kasher are now big businessmen. Here, according to their own reports, are the records of their expenditures in radio and television advertising and their gross sales that resulted.

Period	Radio-TV Budget	Gross Sales
1950 (6 mos.)	$ 50,000	$ 225,000
1951	1,000,000-plus	4,000,000
1952	4,500,000	12,000,000
1953 (est.)	4,500,000	18,000,000

The prosperous partners inspect a sales report. L to r: Jack Rosen, Charles D. Kasher, Leonard Rosen.

Kasher and Rosen insist on calling these productions, follow the same outline.

The records and films are prepared by the creative department of Television Advertising Assoc. in New York. Time purchases are made from the TAA timebuying department in Baltimore, which is headquarters for the numerous Kasher-Rosen enterprises. Mr. Kasher, whom the other partners describe as a creative genius in the advertising world, spends most of his time in New York. He is president of Charles Antell Inc.

Leonard Rosen, chairman of the board of the Antell company, makes his headquarters in Baltimore and oversees timebuying. Jack Rosen, executive vice president, supervises manufacturing.

In addition to pioneering in the pitch technique on radio and television, the Kasher-Rosens partnership has intrepidly explored new methods of buying time. Probably no other advertiser of comparable size has ever picked up and dropped so much time so erratically.

Till Forbid

It is company policy of TAA to write time contracts on a "till forbid" basis. Most radio time has been bought with this escape hatch in the contract. Some TV stations have insisted on fixed periods.

With its commitments easily cancelled, TAA is perpetually engaged in, first, buying and, second, getting out of hundreds of agreements. Last November, Antell commercials were on 800 radio stations in 250 markets. Last week they were on 350 stations in 125 markets. Last October Antell half-hour films were on 61 TV stations. In November Antell picked up sponsorship of *Live Like a Millionaire* on an ABC-TV network of 34 stations and dropped all but two of the 61 on which it had the half-hour spot films. Last week it had replaced the spot films on some 35 stations.

Leonard Rosen recently explained company policy on timebuying. "The amount of time we buy depends on the pay-out in the market," he said. "Radio and television have to produce sales. We learned about that when we were doing mail order."

All Kasher-Rosen products were introduced by mail order. Antell is now sold entirely through retail outlets. The transition from mail order to national distribution may have established a merchandising record.

"Charles Antell pre-sold the United States on radio and television," Leonard Rosen recalled the other day. "We had requests from 500 druggists for retail distribution before we put it into the stores."

Sensing an opportunity, the Messrs. Kasher and Rosen mailed a brochure to 60,000 U.S. drug stores and chains with the catchy headline: "We've been stealing your customers. Now we're going to give them back."

In six and a half months Antell was nationally distributed. It is now sold, according to Mr. Rosen, in 75,000 retail outlets.

Of the other products, Fastabs, the weight-reducing pill, is now sold mostly retail, although about 10% of the Fastabs volume is still mail order. NHA Complex is not being sold heavily. As Leonard Rosen said the other day: "We're not promoting it right now."

Love That Soap

As would be expected of so energetic a partnership, a new product has just emerged from the miraculous laboratory that the Messrs. Rosen and Kasher possess. It is a soap which will bear the Charles Antell name.

The soap will be a pitchman's dream, for in addition to the usual cleansing agents, a single bar contains lanolin, chlorophyll and hexachlorophene, a germicide. It could be claimed that with so formidable a mixture of modern chemicals at hand the American public, in one operation, can wash itself, grow hair, be deodorized and rid itself of marauding bacteria.

The half-hour pitch may have to be lengthened to accommodate the description

NEW PRODUCT

Not ones to be caught standing still, Mr. Kasher and the Rosen brothers are planning to enter the soap field with the product shown above. Charles Antell soap will contain enough ingredients to tax the adjectival resources of even the most accomplished pitchman.

WORKSHOP...

*is proud to announce its new UHF antenna**

the ultimate in–

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

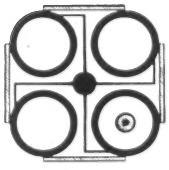
Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

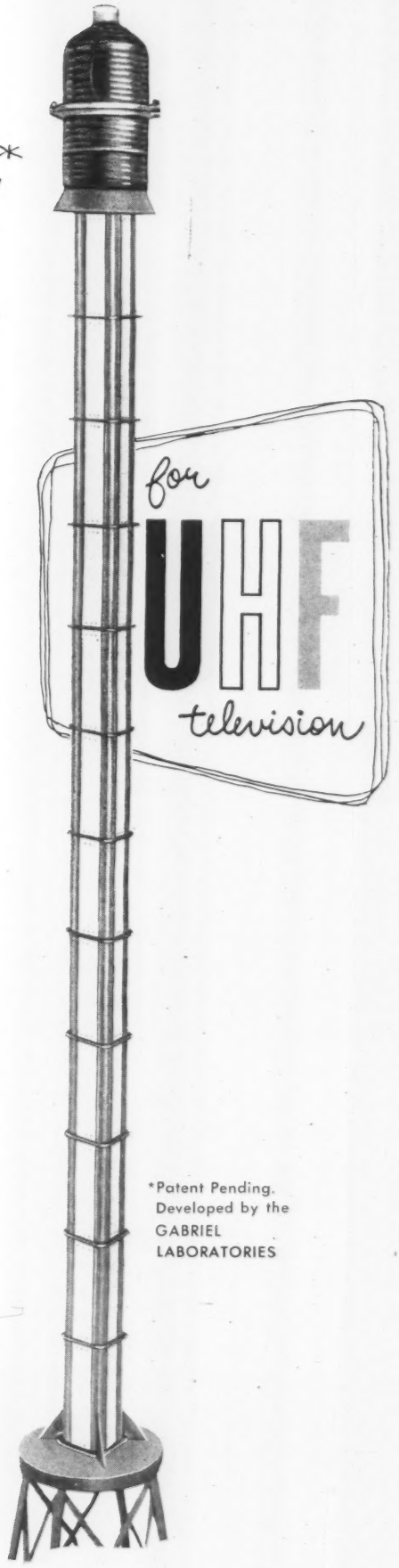
Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



*Patent Pending. Developed by the GABRIEL LABORATORIES

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. Here an expert tells why TV and big stores have failed to come together and suggests how they could.

4 ways to expand tv use by department stores

By Samuel H. Cuff

BACK in the mid-40's, when television had arrived technically but was waiting for the end of the war to enter its destined role as star entertainer and instructor of the American home, a favorite sport of the industry's masterminds was predicting what would happen when that happy time arrived.

Prominent in all such predictions was one to the effect that department stores, as a class, would be a major if not the major group of advertisers on television. Stores would install their own TV studios, where fashion shows could be staged, household appliances demonstrated and other merchandise displayed, with coaxial connections to the local TV station, if, indeed, the store had not taken on that operation as well.

Radio had never been too successful in attracting department store advertising, this pre-TV logic ran, but with television the story would be quite different. Fashions have to be pictured—and TV could do that better than newspaper drawings. Appliances sell best through demonstrations—and TV could do them better and far less expensively than run of store salesmen. Why, the best demonstrator could make all the demonstrations, and to all the housewives, not just one at a time. Come TV and, newspapers, look out. Your best customers will desert you for this great new medium.

Vanishing Dream

It was a beautiful dream, but like most dreams it proved somewhat different in reality. The war ended; TV stations went up (but very few were owned by department stores); TV attracted advertisers aplenty, but department stores did not loom very large in the overall picture. They don't today.

What happened? Why didn't department stores embrace TV with the preconceived avidity? There are a lot of answers—about as many as there are stores in TV markets—but in general they can be summed up as (1) department stores' unfamiliarity with television, (2) TV stations' unfamiliarity with store advertising, and (3) a great lack of interest on both sides in the problems of the other. That summation is certainly oversimplified and probably overcynical, but it's essentially true, nonetheless.

Take the first point. A big city store contracted for time on a station to present a showing of its new fall fashions. The store's fashion expert demanded a runway and potted palms, waving away the protests of the station producer with a haughty "Young man, I've been staging fashion shows for 20 years." When she looked at the dress rehearsal on a 10-inch screen, she shrieked, "But where is the model?"

Another early fashion show featured a finale of fur coats, worn over the new gowns shown earlier in the telecast. TV lights in those days shed nearly as much heat as illumination and the inevitable happened. The models perspired; the gowns were ruined; the argument over who should pay for the damage raged for months. That store has not used TV since.

Now, point number two. Newspapers have local rates for retail advertisers, whose market is in most cases restricted and who therefore are charged less than the national advertisers of products available somewhere to all readers. TV stations in the great majority (about 85%) have only one rate, charging the department store for full station coverage, although this may include many outlying communities with department stores of their own.

It is worthy of mention that in Washington and San Antonio, two cities whose store trading areas correspond pretty well with the service area of the TV stations, department stores have been consistent TV users. And I might add that more than one store promotion manager in other cities has told me he would like to try out TV and would do so in a minute if he could get an appropriate retail rate.

Some stores that tried TV advertising in the early days when rates were within their budgets attempted to meet the problem of rate increases by using what they call "resource" money—sums appropriated by the manufacturers of certain products sold by the store for local advertising of those products. The theory was that since these products were sold in other stores in the station's service area, the manufacturers would get enough sales overall to justify the added cost.

But the stations, or in most cases the package producers owning the programs, needed a minimum number of commercials to make the program pay out, so, when a manufacturer refused to allot any more money to the store for this kind of advertising, the program operator solicited another manufacturer of a similar product, often one who came in just to get his merchandise carried by the store. This was resented by the buyer of the store department stocking this type of ware, who felt the new product was being forced on him. So he made no effort to push it; sales were disappointing and this manufacturer, too, dropped out of the store's TV show. When this sort of thing had happened in a dozen departments, the store itself called an end to its TV venture.

Other stores have tried to use TV as they have used radio, with inexpensive daytime shows. But there is as yet no TV equivalent for the phonograph record which delivers, in the course of an hour, a million dollars' worth of talent at practically no cost. Low budget local talent daytime TV shows have in general found the competition for audience with the name talent daytime TV network programs too tough to make it worth while continuing.

So, for the moment, department stores are less than major TV clients and, if the present situation were to continue as is

To Attract Department Store Advertising:

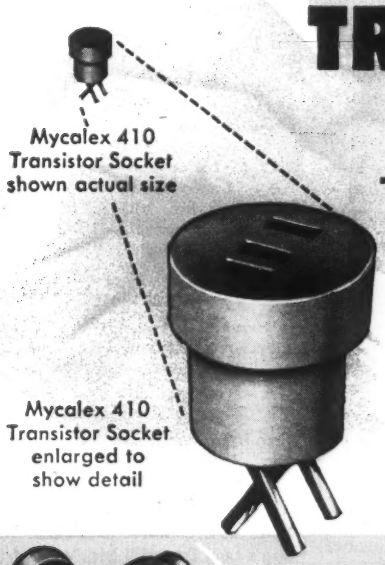
1. **TV schedules must be flexible to allow for peaks and valleys in campaigns.**
2. **Telecasters must appreciate the stores' problems of selling some items one day, others another, never the same the year around.**
3. **TV must give the store (and its departmental buyers) better results at lower cost than rival media.**
4. **TV must establish local rates that do not charge for distant audiences outside the stores' trading areas.**

Engineered today for your needs tomorrow!

MYCALEX®

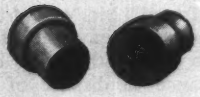
PRECISION-MOLDED MYCALEX 410

TRANSISTOR SOCKETS



—now in the pilot production stage
—engineered in advance of actual need

In keeping with the MYCALEX policy of progressive design in advance of needs, these Transistor Sockets were engineered months ago and are now in small scale pilot production. They'll be available in quantity in advance of actual needs.

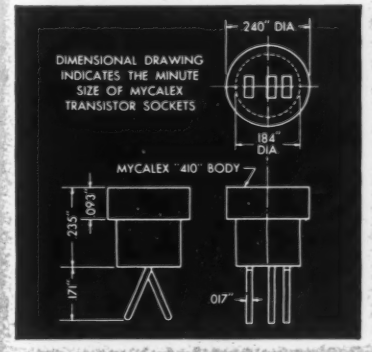


Achievement in PRECISION MOLDING!

The production of Mycalex Transistor Sockets is a real accomplishment of precision molding in miniature. The holes for the leads are the smallest ever molded. All tolerances are exceedingly close. Mycalex production engineers are proud of their achievement . . . particularly because low-cost, mass production techniques can be adhered to.

The body is precision-molded of MYCALEX 410, glass-bonded mica insulation for lasting dimensional stability, low dielectric loss, immunity to high temperature and humidity exposure combined with maximum mechanical strength. The loss factor is only 0.014 at 1 MC and dielectric strength is 400 volts/mil.

Contacts can be supplied in brass or beryllium copper. The sockets are readily solderable. The socket bodies will not warp or crack when subjected to high soldering temperature. They function in ambient temperatures up to 700° F.



Mycalex Low-loss Tube Sockets and Multiple Headers

A complete line of tube sockets including sub-miniature types is available in Mycalex 410 and Mycalex 410X glass-bonded mica insulation. Comparative in cost to ordinary phenolic sockets they are far superior in every respect. Dimensional accuracy is unexcelled. For complete information on standard and custom Tube Sockets or Multiple Headers, call, wire or write . . . there is no obligation, of course.

MYCALEX TUBE SOCKET CORPORATION
Under Exclusive License of Mycalex Corporation of America
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR

MYCALEX CORPORATION OF AMERICA
Owners of "MYCALEX" Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20—Plant & General Offices: CLIFTON, N. J.

XUM

they would not be likely to become more interested in this new medium than they now are. They feel they don't really need TV, and the stations, with plenty of other business, are not worrying very much about getting stores into their studios.

But TV is not staying still. New stations, now the freeze has ended, are getting into operation at an ever accelerating pace. Many of these will be primarily local in character, dependent on local and syndicated programming and on local and spot business. To them the department stores will represent a source of business well worth cultivating.

To them I say:

Work with the stores, and do it their way, even though that might not coincide with the traditional pattern of across the board broadcasting. (Department stores never advertise horizontally—always in peaks.)

Try to understand their problem of selling a lot of one set of items of merchandise today, a lot of another set of items tomorrow and not the same items day in and day out the year 'round.

Appreciate that the advertising for each item is charged to a single department whose budget is geared to the cost of a fraction of a newspaper page. Try to give the buyer the kind of TV advertising that will create more sales at comparable advertising cost.

Above all, establish a local rate in keeping with the shopping area of your community's stores and don't charge them for remote audience they can't sell to, no matter how valuable these out-of-towners may be to your national and regional advertisers.

Do those things and you will find that department stores can form the solid basis of profitable local TV station operation.

ABOUT THE AUTHOR

From 1943 to 1947 Mr. Cuff was successively commercial manager and general manager of WABD (TV) New York and general manager of all DuMont stations. From March to December 1948, he organized and operated the RCA Victor and Allied Stores Television Caravan, which demonstrated TV in 22 cities then without TV stations. He has been radio and television consultant to Allied Stores since 1948. Mr. Cuff believes he was associated with the first regularly scheduled TV commercial show in the U. S., the *Travel Hour*, sponsored by American Express Co., for which he was manager of radio in 1935-42.

The "Calo Pet Exchange" finds homes for pets that might otherwise be destroyed. It's a commendably humane project, but Calo also knows that . . .

Dead dogs don't eat dog food

FOR 16 years on radio and more than four on TV, the Calo Dog Food Co. of San Francisco has been endearing itself to dog-lovers and presumably to dogs by sponsoring the *Calo Pet Exchange*, a program that finds homes for the floating canine population.

The rewards of this endeavor are more than spiritual. It would be an incorrigible ingrate indeed who, after acquiring a loving pet through the *Calo Pet Exchange*, installed it on a diet of a rival dog food. Calo sales records indicate that the proportion of ingrates in the broadcasting audiences of San Francisco and Los Angeles is reassuringly small. According to Charles R. Williams, vice president of the company, Calo outsells all other dog foods in San Francisco, and its sales have risen 55% in Los Angeles since the program was introduced there.

The *Pet Exchange* came into being after Frank Wright, then a newscaster on KWBR Oakland, Calif., slipped a filler item into a news show on a dull day in 1936. The filler said: "Wanted: A home for an abandoned puppy, breed undetermined. The people who owned this dog left town today. We don't want him killed."

The Gas Chamber

So many compassionate listeners volunteered to cheat the canine gas chamber that Mr. Wright decided to find a supply of homeless dogs equal to the demand. A visit to the San Francisco pound convinced him that an adequate throng of strays was awaiting execution, and in a trice the *Pet Exchange* was on the air, with Calo as a skeptical and short-term sponsor.

The show was immediately profitable —for the several unemployed telephone operators who were hurriedly drafted to handle calls, for the suddenly-discovered multitude of dogless dog-lovers who were provided with pets, for the dogs that were reprieved at the eleventh hour, for the sponsor who noted a flurry of demand for Calo dog food, and for Mr. Wright who began a new and more remunerative business career as a promotion and advertising man.

He now heads the Frank Wright National Corp., with offices in San Francisco and Los Angeles, and handles Calo advertising.

After a year, the *Calo Pet Exchange* moved from KWBR Oakland to KFRC San Francisco where it remained through December 1951. It then became a television feature on KGO-TV San Francisco. Meanwhile, it had been started in 1948 on KTTV (TV) Los Angeles. It now is also broadcast on KGMB Honolulu, and a somewhat similar show, *Animal Fair*, is on WBZ-TV Boston. All of these are sponsored by Calo.

ONE of the quarter-million pets for which Frank Wright has found new homes is shown here with Mr. Wright in a KGO-TV San Francisco telecast, waiting for a telephone call volunteering refuge.

Mr. Wright himself presides over the San Francisco and Los Angeles television productions, traveling by train between the engagements in a drawing room regularly reserved for him and a companion, which, not unexpectedly, is a dog—Calo Jr., a personable mongrel that also appears on the shows.

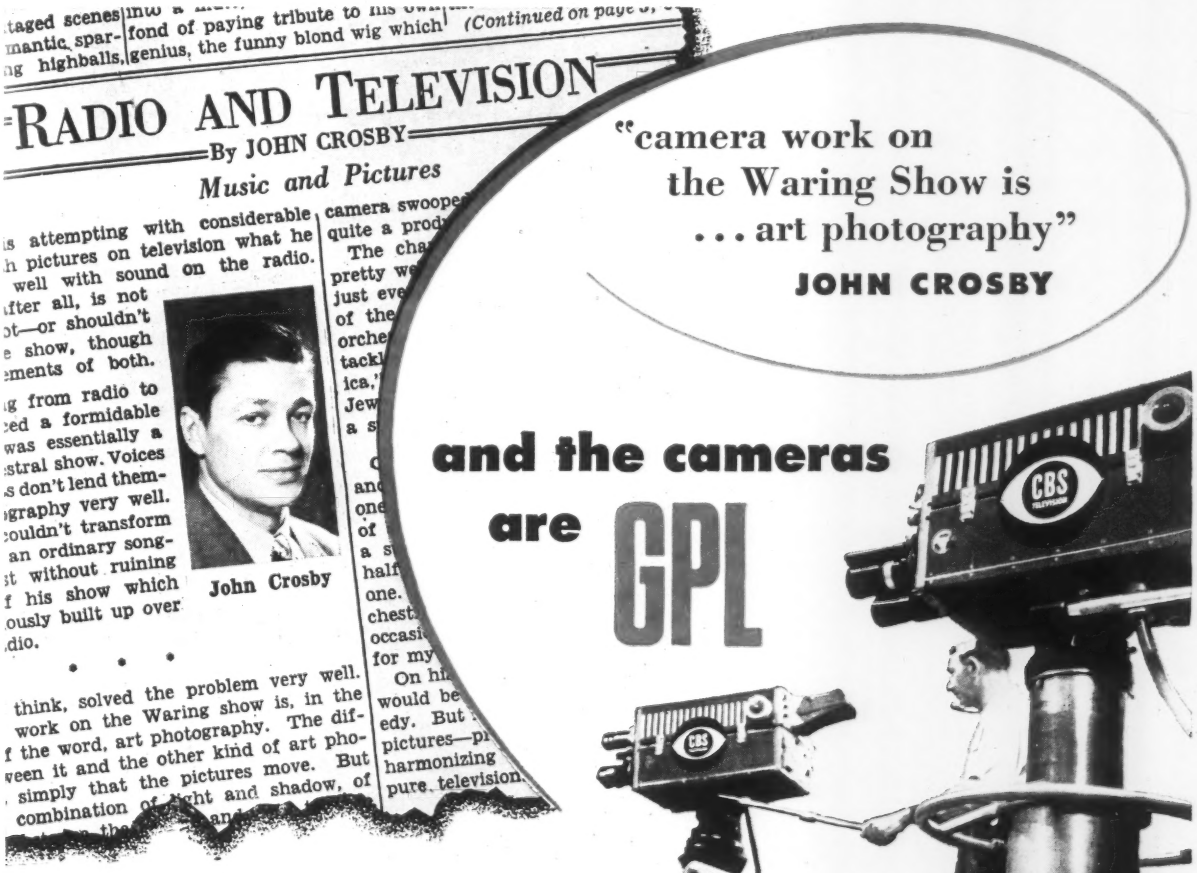
The programs open with an introduction: "And here is Frank Wright, the dog's best friend." Mr. Wright then pleads with listeners who may be bent on caninicide not to destroy their pets but to give him a chance to dispose of them less drastically. Those who are swayed by his argument join the supply list which Mr. Wright's 10 assistants perpetually try to match with the list of demands.

Traffic Jam

Mr. Wright learned long ago not to disclose on the air where an available animal is actually located. On an early broadcast he spoke movingly about a stray German Shepherd pup in custody at San Francisco police station. Traffic patrols had to be called to clear the congestion from the precinct.

In the 16 years of the *Calo Pet Exchange*, Mr. Wright estimates that a quarter of a million displaced dogs and cats have been relocated in new homes. Occasionally, other species of pets have been satisfactorily exchanged, though some would have seemed to challenge even Mr. Wright's resourcefulness.

Once a man telephoned the program in obvious distress to report he owned two alligators that were breaking up his home. Although he was fond of them, his wife objected violently, on both ethical and sanitary grounds, to his keeping them in the bathtub. It was no trick at all for Mr. Wright to find a listener with a fenced pond and an affection for reptiles.



"camera work on the Waring Show is ... art photography"

JOHN CROSBY

and the cameras are GPL

Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television "pure television." Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

"The pictures move . . . are a combination of light and shadow, of form and substance that catch and hold the eye."

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

"The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies."

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with automatic focus adjustment, precision pan and tilt motions – all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows . . . GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for *modern* television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

NEW STATION OPERATORS:

Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

For full details, write, wire or phone

General Precision Laboratory GPL

INCORPORATED

PLEASANTVILLE NEW YORK

Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

XUM

When an advertiser buys into a "Feature Foods" show on any of these three radio stations, he gets a valuable merchandising plus. Cooperating stores push his products with special displays and promotion.

merchandising with meaning: the story of feature foods

By Jane Pinkerton

MERCHANDISING undoubtedly is radio's most bandied-about word in these days of TV popularity. Like the meaning of gimmick, a term the word seems to have superseded in the most-frequent-usage poll, the meaning of merchandising is a wispy and elusive thing known only to the individual currently saying it.

A Chicago man, however, seems to have added up all the possible meanings of merchandising, subtracted those inept and meaningless, and arrived at a total preceded by large dollar signs for advertisers and stations alike. He is Lyman Weld, president of Feature Radio Inc. and a veteran specialist in merchandising via an advertising agency.

Mr. Weld and the late Paul Faust, officers of Mitchell-Faust agency in Chicago from 1920 to 1950, developed, discarded and disinterred various food merchandising schemes over the years, finalizing their efforts in the success, *Feature Foods*, on WLS Chicago in 1934.

In 1950 when the agency was disbanded, the formulas developed on *Feature Foods* in almost two decades were trimmed to meet current competitive conditions and trends in food marketing, sale and consumption. They then were adapted to two additional markets, Philadelphia (KYW) and Des Moines (WHO), as a full-time service, Feature Radio Inc.

Results Guaranteed

Last year, Feature Radio Inc. and Mr. Weld again streamlined the sales and merchandising formats of the homemaker's feature in all three areas, coming up with a guaranteed-results plan for manufacturers of various consumer food and household products.

Clients participating in any of the Feature Radio homemaking shows on WLS, KYW or WHO now receive the following: Reports on personal merchandising calls made by Feature Radio employes in the largest and highest-volume independent stores in each area; personal checks in corporate chain stores with data on theirs and the competition's exposure and distribution; monthly personal demonstrations of the radio-advertised product at the point-of-sale (with sampling and couponing) and special displays of the product within the stores in the advertising-marketing area.

A canner of tuna fish, for example, who buys the minimum 13-week contract on WLS Chicago, in addition to the regular listening audience and station promotion, advertising and publicity, is guaranteed merchandising calls in 600 large (five or more employes) and medium (three to four full-time workers) grocery stores, along with personal visits to 60 VIS (very important stores) averaging $750,000 annual sales volume each and handling 5% of the total food store volume in metropolitan Chicago (50-mile radius).

The advertiser also is guaranteed a one-week display in each of these 60 grade-A stores during his 13 weeks of sponsorship; participation in 35 Bargain Bar store promotions; demonstration, sampling or couponing in 13 Bargain Bar promotions; monthly merchandising reports outlining distribution of his product, exposure, rate of sale and special comments by the Feature Radio representative; personal checks on 100 corporate chain stores showing distribution and exposure.

This same pattern is used in the Des Moines and Philadelphia areas, where "the biggest, best and largest-traffic stores" are surveyed. Average annual volume of each of the 64 top stores in Philadelphia is $650,000, and of the 54 stores in Iowa, $600,000. And these figures, Mr. Weld says, are conservative. In Iowa the stores are located in 12 counties and annually handle 24.2% of all food business in those counties.

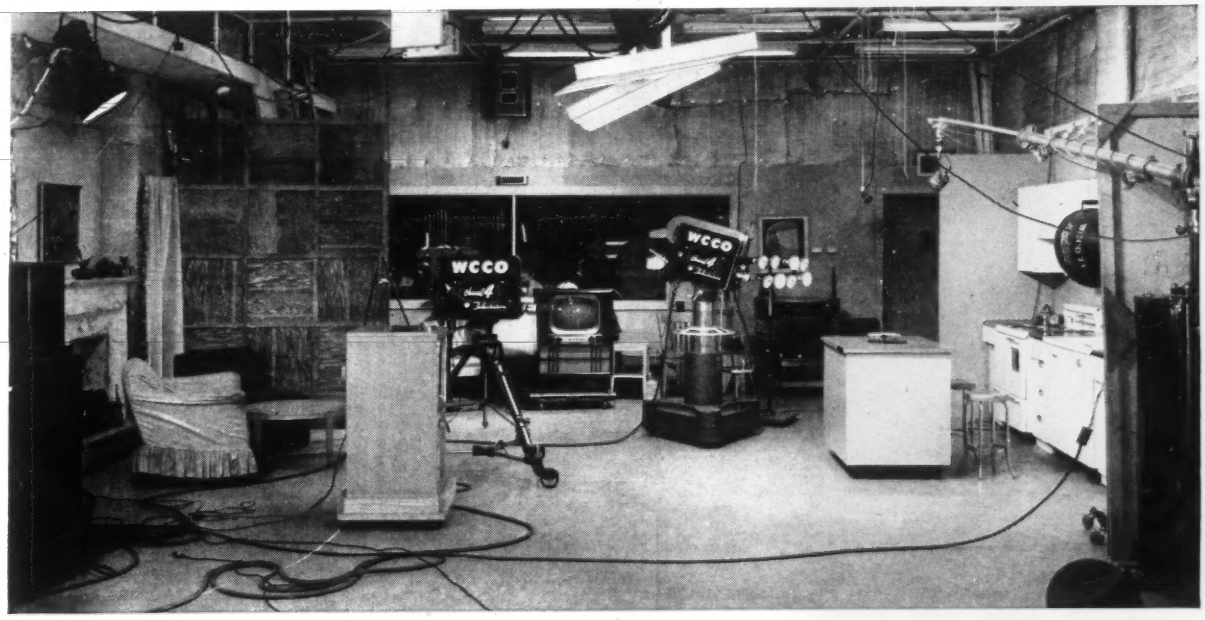
The personal checks are conducted only in and with the cooperation of (on contract) the voluntary chains or cooperatives, nominally the independents, as contrasted with the corporate chains, such as Kroger

Feature Radio clients get special point-of-sale attention from consumers in Bargain Bar displays and demonstrations, set-up and manned by Feature Radio merchandisers. Clients can use couponing or sampling, and order any type of demonstration they prefer. This bar was maintained by WLS *Feature Foods'* show in the Chicago area at the heaviest-traffic independent stores.

WCCO-TV

has what it takes...

. . . studios—equipment—personnel—to do imaginative and *good* production



When you consider spot Television for the rich Minneapolis-St. Paul market you are unhampered by production limitations.

WCCO-TV has two fully equipped studios, exceptionally flexible mobile equipment, and the personnel to carry through your ideas. Twenty-eight people in production alone . . . men with as high as thirty years in television and show production...a selling-minded staff that works well with your client's Twin City district sales office!

Equipment, experienced personnel, and imaginative production...combine here to make spot television more effective and profitable!

WCCO TV Channel 4

CBS

MINNEAPOLIS • ST. PAUL

Nationally Represented by Free and Peters

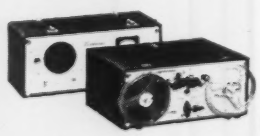
magnecord Voyager

magnecord's new one-case portable professional tape recorder

Easiest to Handle— At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remotes. The Voyager has been thoroughly field tested and it's been voted the best of travelers. Lighten your remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.

Professional Quality—Frequency response with tape is ± 2db from 50 to 15,000 cycles per sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.

A Natural For Advertising Agencies— The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.



The Famous Magnecorder— Standard of Broadcasters

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC

Dept. B-1, 225 W. Ohio St., Chicago 10, Ill.

and A & P, according to Mr. Weld. The independents, to compete price-wise with the corporate chains, submit to a voluntary incorporation or cooperative arrangements. This group includes such chains as the Certified and IGA stores.

Five women merchandisers handle Feature Radio assignments in each of the three cities, visiting stores regularly to set up displays, securing prominent exposure positions for Feature Radio clients, checking on distribution by the competition, installing shelf-extenders and chatting with housewives over the Bargain Bar.

Under terms of the company's contract with each store, the store guarantees to stock any radio-advertised item for the 13-week minimum, an invaluable aid in gaining immediate and extensive distribution for a product introduced into a new territory.

The three-way operation involves the manufacturer, who creates a salable item; the radio show, which, through its well-established homemaking personality, talks to women at their own level of interest, and the in-store activity, which uses all point-of-sale devices to clinch the purchase.

Feature Radio, for example, has built shelf-extenders, which it uses one week out of every four in each store and lets the store use them the rest of the time. The plywood board, edged with chrome, extends the standard shelf so the product displayed is put into prominence as the shopper wanders along store aisles.

Tuna Jumping

According to one food market, sales of tuna fish went up 378% in one week after use of a shelf-extender. Prior unit sales were 50, which rose to 239 with use of the device, a unit increase of 189.

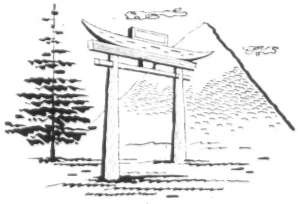
"Island" displays, or floor stacks set apart from regular shelf and floor displays, make sales soar, too, and Feature Radio workers may use these at regular intervals in each store. These attention-getting devices are a must in store merchandising, Mr. Weld says, because most shoppers, it has been proved, buy on impulse when in the store, rather than from a pre-planned list of necessities—even in such a non-luxury line as food.

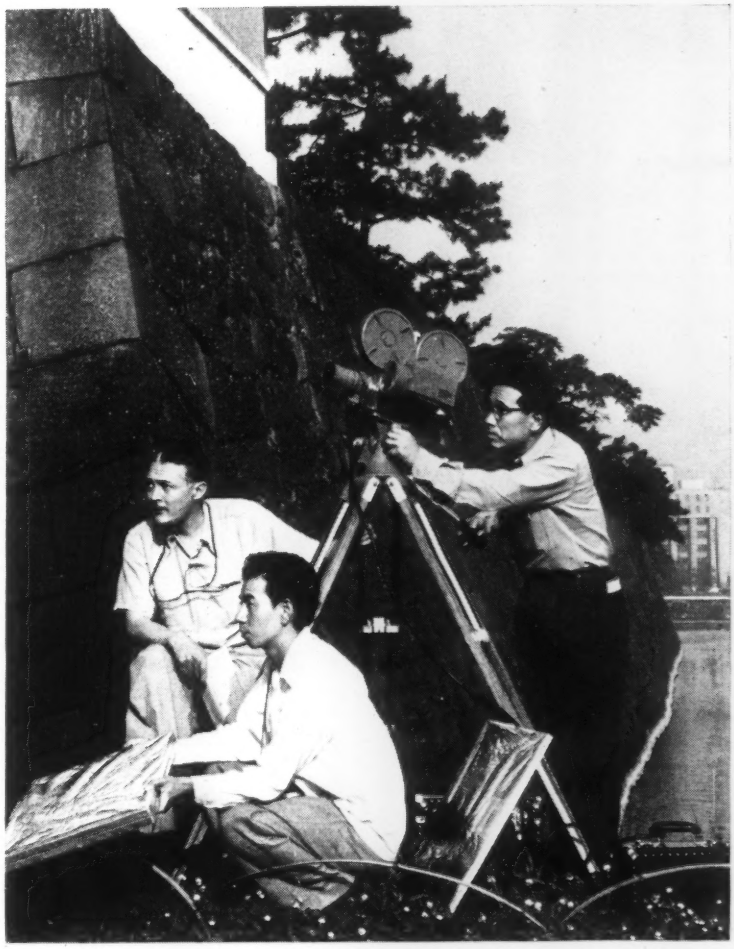
Women field workers for Feature Radio work closely with the radio personality in each of the three cities in which the merchandising program now is in effect, and with the grocers and consumers as well. Because of the necessity for "absolute, implicit accuracy" in reports, the workers are chosen carefully, instructed "never to guess," and to say they "don't know" when in doubt about a fact or figure. "If we ever caught any one of them fudging, they'd be out," said Mr. Weld, an empty threat thus far because no one has fudged.

Their field reports are the basis for overall reports to the client. One progress report, for example, showed a client that his item was in stock at 142 stores, temporarily out of stock at 2, with the field workers taking orders for merchandise in the two empty stores. For the same client, the report showed his exposure to be equal to competitors in 115 stores, better in 19 and worse in 4.

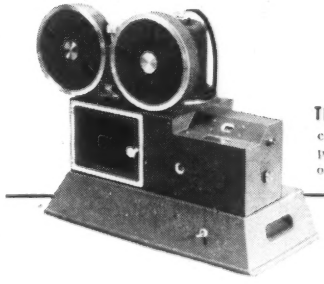
Shelf talkers were spotted in his behalf in 80 stores, his product was cleaned and

MAURER 16mm AT WORK FOR THE JAPANESE GOVERNMENT!

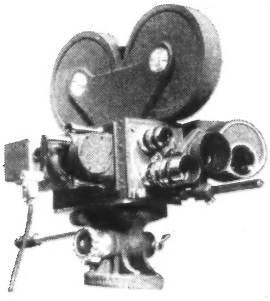




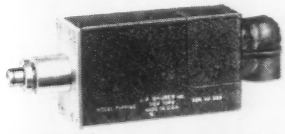
Ian Mutsu, president of the International Motion Picture Company, Tokyo, makes films for the Japanese Government . . . and for United Press-Movietone TV Newsreel. What camera? The Maurer "16," of course. "Thoroughly satisfied," says Mr. Mutsu . . . as all the world's top professionals say of the Maurer "16" . . . because it meets so many varied needs, gives top performance under all conditions of light, temperature and humidity.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

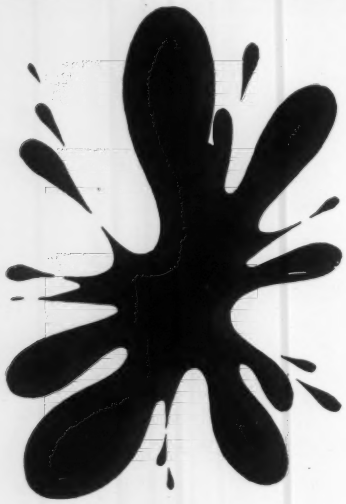
maurer *means finer motion pictures!*

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

XUM



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented By NBC Spot Sales

straightened in 92 stores and the exposure improved in 91. Distribution was reported in three super markets in that particular city, but two of the three had a temporarily-out-of-stock condition. Exposure, as contrasted with a competitive product, was checked there also. The reports always detail the names and addresses of stores visited on merchandising checks, for special displays and for Bargain Bar demonstrations.

Because of the intense competition in the food field, Feature Radio cannot release brand names and specific sales increases to point up its successful blending of merchandising and radio.

Distribution Gains

However, when a small New York seafood firm wanted to gain distribution in Philadelphia, where it had only 5%, it bought a small participating schedule there and now has between 35% and 40% distribution in the better stores, and is cracking the chain stores against established competition. And, despite the lack of freezer space to house its product, the firm reports trebled and quadrupled sales.

Several clients have been with Feature Radio on a firm 52-week yearly basis for as many as 10 years in Chicago, and for two years since the program's inception in the other two markets. Rap-in-Wax wax paper, which never has used any advertising but *Feature Foods* on WLS in Chicago, continues to be one of the best sellers in the market. Sales reports are especially gratifying because the paper for many years cost two cents more per roll than any sold by competitors, who used much heavier advertising campaigns. One mayonnaise maker said his sales rose 37% in a six month period.

In each of the three cities, a "believable" and understanding woman handles the radio show and integrates commercials according to her own style. In Chicago, the program is *Feature Foods* and the homemaker is Martha Crane, featured on the show 18 years.

At KYW in Philadelphia, the program is *Anne Lee's Notebook*. Miss Lee appears with Jack Pyle, disc m.c. She also was associated with the similar show at WLS for many years.

Stations Own Shows

In Des Moines at WHO, the daily *Iowa Feature Fare* is handled by Betty Brady, who originates the show with Duane Ellett, announcer, and Bill Austin, pianist, at the Hotel Savery. In all cases, the station owns the show and handles the sales, in cooperation with its representative, and Feature Radio supplies only the merchandising part of the package.

Mr. Weld, who continues to be delighted at the sales successes of his clients (an ice cream topping went up 700% in one week in Iowa), has instigated a similar package among druggists on KYW and WBZ Boston. Food and drug merchandising, once the "side show" during Mr. Weld's years in the agency business, now is the "main tent."

Advertisers who have crowded into the main tent with Feature Radio include Nabisco, Cocoa Wheats, Nestle's chocolate, Nutrena dog food, Ball jars, Fleischmann's yeast, Jello, Creamettes, Best Foods, Pillsbury Mills and Peter Pan peanut butter.

Services for these, and other clients have gone beyond "the call of duty." An example of this is outlined in a letter sent to Mary Amsberry, when she worked in the Omaha market at WOW, by H. K. Jansen, head of the household soap division of Armour & Co. there.

"We have checked your report that you were so willing to make up for us on the potential market of a giant-size package of detergent. We find that your accuracy is almost unbelievable, and it has been a great help to me in selling our own people on the idea of making a giant-size package of Armour Suds available in this market. . . . With your figures, we are definitely in the process now of making a giant-size package of Armour Suds. I know this information was not in line with what we asked you to do for us, and this makes it doubly appreciated."

R. J. Burmeister of the Good Luck margarine account group at BBDO, New York, wrote Mary Doyle, the merchandising coordinator at KYW Philadelphia: "There is no station doing a more outstanding merchandising job than KYW. Far too many stations fail to realize the effect that this type of response has upon the advertiser." He termed one of the monthly reports on the project "an excellent and very valuable study."

R. L. Harris, advertising manager of the American Chicle Co., Long Island City (Chiclets), commended Miss Doyle and KYW, saying, "We cannot recall a single similar instance when we have received such outstanding promotional support from a radio station carrying our advertising."

GETTING THE EDGE ON COMPETITORS

One merchandising device used by Feature Radio Inc. for its radio clients is the shelf-extender. In the illustration above, Presto cake flour, on the extended shelf, is more apt to attract the eyes of roving customers than rival flours displayed to the rear on regular shelves. Extender is used one week in four by the merchandising group, remaining three by the store for its own purposes. Sales after use of the extender rose in Des Moines 497% for a Pillsbury product, 450% for Hoffman Dressing (sauce) and 484% for Hunt's canned pears.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

THREE NEW, ADVANCED PIECES OF TV PROJECTION ROOM EQUIPMENT ANNOUNCED BY G-E ENGINEERS

Automatic Gain Control Amplifier, two new mirror change-over models, and versatile, improved slide-projector are now available to all television stations.

ENGINEERS at G.E.'s Electronics Park have announced the completion and the availability of three new, advanced pieces of television projection room equipment.

The first piece is an Automatic Gain Control Amplifier that will work with any station's film camera channel. The black and white stretchers in this Amplifier make it possible to get the most out of variations in film densities. And once the adjustments are set the Amplifier automatically maintains the level of adjustment.

This simplifies a station's operation and in many cases it will not be necessary to have an operator constantly at the film monitor. The Amplifier is rack mounted, and was developed by G-E engineers Max Diehl and Jack Petrik.

Mirror Change-overs

These two new designs are also adaptable to all TV film projection rooms. The simple V-type design has a provision for mounting a 2" x 2" projector that projects over the First-Surfaced mirrors into the film camera channel. This model costs $225 and allows three inputs to the channel.

The three mirror change-over design allows four inputs. Two are for film projectors. The others are for a 3" x 4" projector and a 2" x 2" projector. The features of this three mirror change-over include First-Surfaced (precision ground) mirrors, aluminum surfaced and vapor-hardened coated mirrors, and multiple adjustments in horizontal and vertical planes. The mirror change-over design costs $750 and has a leveling type platform on a heavy pedestal which can be bolted securely to the floor. It was developed cooperatively by G-E engineer Ed Lederer and Bausch & Lomb, Optical Co.

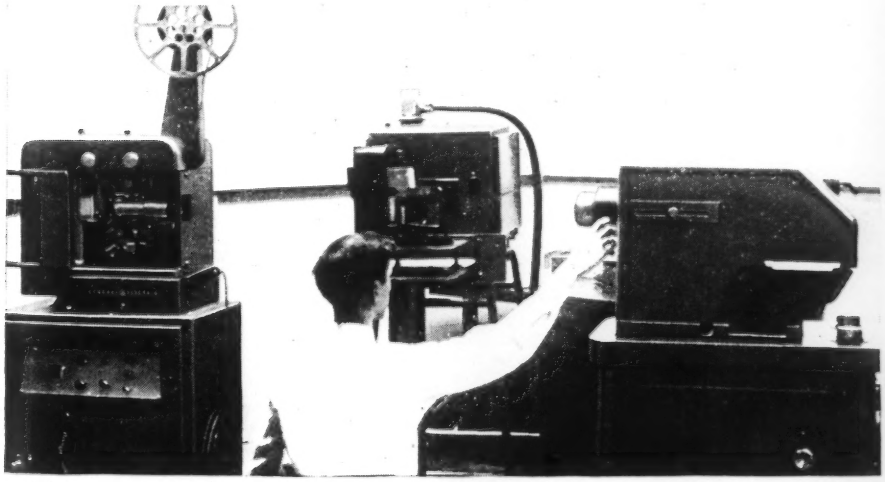
New TV Slide Projector

General Electric's new TV Slide Projector is a dual projector with a single optical system to eliminate keystoning. It has Variac and mechanical controls for fading and lapping from one picture to another. Opaques and transparencies can be used and the Projector has extra high light intensities.

The extreme versatility of this advanced Slide Projector is derived from the many pieces of accessories that go with it. They include a 2" x 2" slide projector, a single Selectro-Slide, a single slide carrier, a 4 slide rotary head, a roll-through script carriage and a time news tape carriage. Convenient storage space is also included.

Engineer Ed Lederer worked with Bausch & Lomb in the development of this piece of equipment, too. Contact G-E sales reps for detailed information on this projection room equipment.

General Electric says: "Before you buy any TV equipment—check a station using G-E units."



A G-E field engineer inspects the television industry's most advanced projection room equipment. An announcement has just been made by General Electric of the completion and availability of these three pieces of TV equipment.

Glenn E. Webster

Glenn E. Webster, G-E district sales manager for broadcast equipment, has his headquarters in the Merchandise Mart, Chicago. He handles G-E broadcast equipment sales in North Dakota, South Dakota, Minnesota, Iowa, Wisconsin, and parts of Illinois and Indiana.

GLENN E. WEBSTER

A veteran of 23 years in the electronics industry, Webster served 14 years with NBC as a studio and master control engineer. He served in various engineering and sales positions with other radio manufacturers, and for a time headed the Webster Engineering Company at Cedar Rapids, Iowa.

A native of Trescott, Kansas, Webster was graduated from Kansas State College in 1929 with an engineering degree.

Attention!

TV questions answered!

Television station owners, managers and engineers are invited by the General Electric Broadcast Equipment Section to submit questions on technical problems they have encountered in local TV station operations. The questions will be answered by highly skilled and experienced G-E engineers and sales representatives as a part of G-E's continuing field service.

Questions and answers which are felt to be of wide interest in the broadcasting field will be reprinted in the TELEQUIPMENT NEWS series during 1953. Send your questions to *Section 213-19-TN; General Electric Co., Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

bell system adds mobility to its tv facilities

WHEN President-elect Dwight D. Eisenhower is sworn in on the steps of the Capitol tomorrow (Tuesday), the Chesapeake & Potomac Telephone Co. will have two mobile microwave relay trucks in operation—to bounce TV signals from pick-up points to the telephone company's central office where they will be fed to the watching nation.

And as the inaugural parade wends its way up historic Pennsylvania Ave. the TV transmitters-on-wheels will be driven to new places along the line of march to serve as funnels for the lenses of TV cameras flashing the gala scene to the American people all over the country.

Mobile microwave pickup trucks are not entirely new for the Bell System's affiliated companies. But it has been only in the last year that TV service has become so important that relay stations on wheels have become a necessity. As of today, there are 11 such mobile units in the Bell System empire. More are on order and undoubtedly will go into operation during 1953.

Heretofore, the local telephone companies took care of TV stations' orders through existing local cable circuits. Where the pickup was from a site not connected, the telephone companies set up temporary receiving dishes and low-powered transmitters to feed the picture image to the nearest telephone facility.

'Bounce' the Signal

In many cases, local TV stations beamed the signal picked up by their cameras directly to the transmitter site. Where it was necessary to "bounce" the signal more than once, the stations came more and more to rely on AT&T companies.

Mobile trucks, built to specification, with tell-tale "dishes" atop their roofs, are ready to ride in many TV cities.

The two trucks in Washington are an example. One is a regular telephone truck modified by C&P engineers to function as a mobile TV relay station. It has been in operation for a year. The second, ordered from International Harvester Co., was modified by a body contractor to add a roof platform, relay racks and various interior fittings. It went into operation several months ago.

The first mobile unit has been used on several occasions. It was used at the National Airport to pick up the arrival of President-elect Eisenhower on his visit to the White House to confer with President Truman.

It also has been used to transmit football games from U. of Maryland and from the Marine Base in Quantico, Va.

SET UP for operation, a Chesapeake & Potomac Telephone Co. mobile microwave relay unit is ready to pick up TV picture signals and relay them to its central office for national distribution. Two of these units were readied for the inauguration ceremonies tomorrow.

* * *

New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

During an Ed Murrow *See It Now* show on CBS-TV, a mobile truck at Port Jefferson was used to pick up video signals from a submarine lying off Long Island. These were then relayed to the Empire State Bldg. in New York City.

In one instance, New York Bell sent a mobile unit up to New York Gov. Thomas Dewey's home in Pawling, N. Y. The signal was picked up and relayed to the AT&T Long Lines' Birch Hill relay station of the New York-Boston microwave system.

Pacific Telephone & Telegraph Co., which has three mobile units, bounced Bob Hope around quite a bit when the comedian put on a regular show from the flight deck of the U.S.S. Boxer as it was returning from Korean waters. Signals from the Boxer were aimed at Soledad Peak, San Diego, 10 miles away. There a mobile station relayed the images 35 miles to Re Mt., where another unit moved them along to Santiago Peak. At Santiago Peak, the mobile station pushed the video signals over the last 45-mile link to the Grand Ave. terminal of the telephone company in Los Angeles.

When an earthquake hit Bakersfield, Calif., last August, the Pacific company set up a mobile relay system originating on the roof of a department store in Bakersfield with a second atop Tehachapi Mt. and a third atop Oat Mt. From Oat Mt. the video signals were shot to the telephone company's Grand Ave. building in Los Angeles.

Five Link System

Earlier when a temblor levelled the little mountain town of Tehachapi, the Pacific company set up a five-link system operating from the railroad station in the still rocking area. Signals went from Tehachapi to Mt. Hall (near Mojave), to Mt. Liebra thence to Mt. Wilson and into Hollywood.

Illinois Bell, which has a single truck, found it indispensable when President Truman arrived at the Chicago airport during the Democratic convention this summer. He normally would have been televised on the air strip, with the signals going directly to the CAA Bldg., where an existing loop would have been utilized to feed the images to the central office. However, a new hanger had been constructed which cut off the line-of-sight from the air strip to the CAA Bldg. The mobile unit was rushed in to form a two-hop relay system to get the signals to the CAA Bldg.

Indiana Bell, with two mobile units, has found them a definite requirement for State Fair pickups, Indianapolis Speedway coverage, high school basketball tournaments and for other routine jobs.

THE MOBILE UNIT is the TV station and network's minute man on wheels. It is a field relay station in practice and in fact. Thanks to the technical ingenuity and perseverance of the Bell System, the telecaster has been able to overcome staggering problems of remote pickups. The unit's special usefulness comes into play at such outstanding national events as the inaugural. Tomorrow, as President-elect Eisenhower takes the oath of office, as the marchers and floats begin the swing down historic Pennsylvania Ave., the mobile truck will relay from scattered points the pictures which will appear as a continuous story for the nation's viewing millions.

Byer Brothers' Six Years With the Right Medium

Whether his store is large or small, the local retailer is finding through experience that radio's selling power outstrips the printed media's efforts.

BYER BROTHERS, Sandusky, Ohio opened their doors for business in the men's clothing field six years ago in March.

They started testing their success as a radio advertiser in December, 1947 when WLEC began operations. They have gradually reduced their newspaper advertising since then and now use a bare minimum of space in the local paper. Sixty-seven per cent of their advertising budget is spent on radio. The program is fifteen minutes of local news at 12:30 p.m. three times weekly. The same time and program has been maintained for five years.

In spite of being plagued by shortages following the war and lack of brand names for some length of time, Byer Brothers has been able to build their business to the point where they now sell brand name franchised lines such as, Fashion Park and Michael Stern suits, Manhattan shirts, etc., in addition to Alpagora topcoats, MacGregor shirts, Bates and Freeman shoes.

Yearly Sales Rise

They have shown a steady yearly increase in business even though they have competition from six other men's stores, a department store and chain stores, in a city of less than 30,000 population.

Perhaps their best promotion is a radio exclusive. A "baby tie" is presented to every proud father whenever his new born is reported on the local news program. This is a maroon tie saying "It's a Boy" or "It's a Girl". Byer Brothers purchases these ties in 24-dozen quantities.

David Byer and his brother, Marvin, operate the business with guidance from their father, Joseph Byer.

Byer Brothers give radio a large measure of credit for their success and acceptance in the community. They are unhappy about only one thing. At one time they dropped two days of their original news program and have been unable to get it back. The sponsor who picked it up will not part with it now.

Consistently Renewed

Incidentally, Byer Brothers is one of WLEC's original accounts of five years standing. An interesting sidelight is, that the station has batted one hundred per cent on renewals from their original clients, all of whom have signed their sixth continuous contract.

WLEC operates on 1450 kc with 25 w. It is licensed to the Lake Erie Broadcasting Company. Jay E. Wagner is president and general manager.

KONA (TV) Chinese Show

KONA (TV) Honolulu schedule Jan. 11 included the initial airing of *The Chinese Hour*. Station claims it is the first all-Chinese video show in Hawaii and believes it to be the first such anywhere. Directed and produced by Franklin C. Tong, the first show featured a Hawaiian Chinese newsreel, local Chinese Chamber of Commerce inaugural dinner and an INS world-wide newsreel narrated in Chinese by Mary Ching.

WOC-TV SELLS

State Furniture Co., Davenport and Muscatine, Iowa, has had a one-half hour program on WOC-TV each week since November, 1950. From the first program, television has paid-off for State. *It's still paying off* . . . for example, on their "live" amateur show, Nov. 14 and 21 of 1952, they advertised their line of sewing machines. During 17-day period, they sold 142 machines, average retail price, $60.00. TOTAL SALES, $8,520.00. (Other items were advertised on these same programs; they also did well.)

Schlegel Drug—a local chain serving the Quint-Cities—advertised three different toys on each of their one-minute announcements during early December. From one of these announcements (actually only one-third of an announcement), they sold 72 toy fire trucks at $3.39 each. $244.08 IN SALES ON THIS SINGLE ITEM. Yet they were unhappy. Reason? Simply because 72 were all of these fire trucks they had in stock. Could have sold two times 72 from that one announcement (pardon us, one-third announcement), they claim.

Yes, WOC-TV SELLS . . . get the facts from your nearest F & P office . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, ***President***
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

LEGISLATURE BROADCASTS

NEW program presenting a pro and con discussion of bills, hearings and laws which are pending has been conceived by Ken Miller, KVOO Tulsa news director, for broadcast every Friday evening. *Oklahoma Legislature* consists of live commentary and on-the-spot recordings of legislators at Oklahoma City, state capitol. Show attempts to inform listeners far enough in advance of what is pending, that they may voice opinions on the issues.

STATION-SPONSOR HARMONY

"WEIGHTS and Measurements" cards are being offered to viewers of *Margaret's Kitchen* on WNBW (TV) Washington by the Washington Gas Light Co., in that city. Firm sponsors several spots on the series. Station passes on this information as what it considers a good example of station - sponsor cooperation. WNBW is paying the printing bills for the cards while the gas company assumes the cost of mailing.

HAZEL BISHOP BROCHURE

SUCCESS in the use of two daytime NBC radio serials by Hazel Bishop Inc. is cited in a brochure distributed by the network. Aiming at a women's audience, Hazel Bishop, through the Raymond Spector Co., sponsored *Lorenzo Jones* three days a week plus *Inside News From Hollywood* five times a week. Last August, NBC reported, an offer of a 10-cent trial package of Hazel Bishop Complexion Glow brought in more than 100,000 dimes within the first four days the announcement was on the air.

OFFICIALS ANSWER QUESTIONS

PROGRAM series called *On the Spot* was launched by WROL Knoxville on Jan. 9 with Knoxville Mayor George Dempster as the program's first guest. Each week, a public official will be heard on the broadcast answering the questions which listeners will phone in during the broadcast.

APPEAL BRINGS RESULTS

SUCCESS story backing up claims of the power of radio is being told by WLIB New York. Windham Children's Service there had 40 Negro children who needed homes. Station agreed to help place the children. WLIB set up "Operation Foster Home" in its daily Negro block. Within three days, 209 valid requests were received for children.

FARM SHOW COVERAGE

TOP events of the annual Pennsylvania State Farm Show at Harrisburg, Jan. 12-16 were broadcast each day by KDKA Pittsburgh on the station's *Farm Hour* show. Homer Martz, station's agricultural director, handled the broadcasts. Broadcasts were taped at a special Westinghouse Radio Stations Inc. display booth on the main exhibition floor which was shared by KYW Philadelphia. Both stations are Westinghouse outlets.

NEW PROGRAM SCHEDULE

PUBLICATION of the "West's most complete program schedule" was announced last week by KSFO San Francisco. The six-page folded program, in addition to program listings, includes a coverage map of the KSFO signal radius, pictures of station personalities and rate information. Station's art department designed the lay-out. Copy on the cover stresses that on KSFO "evening listening is up while evening rates are down" since the advent of television in the bay area.

TEXAS NETWORK SERIES

SERIES of five-minute news broadcasts five days per week over 16 stations of the Texas State Network has been started by Wally Blanton, Texas newscaster and announcer. Sponsor of the program, to be aired for 52 weeks, is Nob Hill Coffee.

NEWS BULLETIN PROMOTION

DAILY distribution of news bulletins to nine Washington hotels is being used by WMAL Washington to promote its radio and television newscasts and sports shows. Biggest news headlines of the day are printed on the bottom of table tents which are placed on luncheon tables in the hotel dining rooms. Top side of the tent promotes programs aired by Bryson Rash, Joe Campbell, Bill Malone and Jim Gibbons.

PLAYSKOOL TESTS TELEVISION

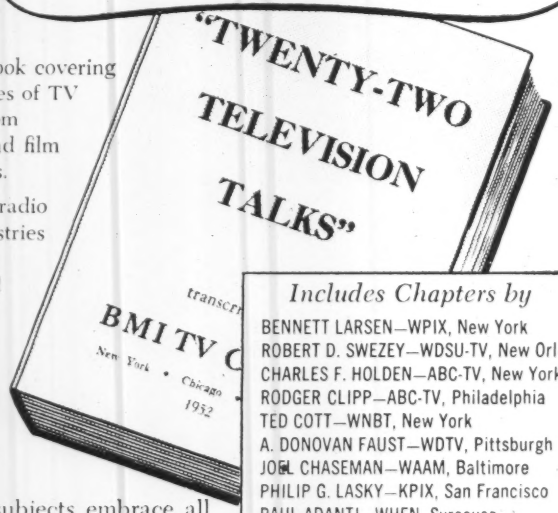
PLAYSKOOL Mfg. Co., N. Y., makers of Lincoln logs and toy blocks, will start a test campaign when it sponsors *Frontier Playhouse*, 10:30-11 a.m. Saturdays on WCAU-TV Philadelphia, effective Jan. 24. The show is em-

Your Pre-Publication Offer

"22 TELEVISION TALKS"

transcribed from the

BMI TV CLINICS



An important book covering many vital phases of TV "know-how," from programming and film use to operations.

Offered to TV, radio and allied industries at the cost of transcribing and printing.

Pre-publication price: $3.60 postpaid

Includes Chapters by

BENNETT LARSEN—WPIX, New York
ROBERT D. SWEZEY—WDSU-TV, New Orleans
CHARLES F. HOLDEN—ABC-TV, New York
RODGER CLIPP—ABC-TV, Philadelphia
TED COTT—WNBT, New York
A. DONOVAN FAUST—WDTV, Pittsburgh
JOEL CHASEMAN—WAAM, Baltimore
PHILIP G. LASKY—KPIX, San Francisco
PAUL ADANTI—WHEN, Syracuse
RALPH BURGIN—WNBW, Washington
A. A. SCHECTER—NBC-TV, New York
GEORGE HEINEMANN—WNBQ-TV—NBC
BRUCE WALLACE—WTMJ, Milwaukee
WALTER PRESTON—WBKB, Chicago
JAY FARAGHAN—WGN-TV, Chicago
HAROLD LUND—WDTV, Pittsburgh
WALT EMERSON—WENR-TV, Chicago
KLAUS LANSBERG—KTLA, Hollywood
ROBERT PURCELL—KTTV, Hollywood
GEORGE MOSCOVICS—KNXT, Hollywood
DONN TATUM—ABC-TV, Hollywood
JOE COFFIN—KLAC-TV, Hollywood
Foreword by
PAUL A. WALKER, FCC Chairman
Luncheon talk
by GOVERNOR EARL WARREN
of California

The twenty-two subjects embrace all important aspects of television programming. The book is a practical symposium of TV data by men of wide experience and recognized pioneers in television.

In addition, a good portion of its more than 250 pages is devoted to condensed transcripts of the QUESTION and ANSWER sessions of the Clinics. These intense general discussions by the broadcasters attending the Clinics raised such TV topics as *how to make use of films . . . how to cut costs . . . how to build or remodel a plant . . . how to maintain public service . . . how to hold an audience . . . and how to direct the other TV operations.*

To make sure you receive your copy of "Twenty-Two Television Talks" immediately after publication, place your order now.

BMI

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TESTIMONIALS aired by WOR New York in a joint sponsor-station promotion campaign feature one-minute announcements recorded by sponsors on the station which praise the outlet's sales effectiveness. Awaiting cue to read announcement are Leonard V. Colson (r), Mennen Co. advertising manager, and William Crawford, WOR radio sales manager.

ceed by "Patches" and features a series of Gene Autry films, billed as never before shown in that area. A log-building contest will be integrated, featuring youngsters between 6 and 10 in the studio constructing log cabins and forts. The station will assist in promotion by supplying limousines to transport children to and from the studio. Friend-Reiss-McGlone Adv. Agency, N. Y., expects the test to be successful enough to expand the programs into other cities.

SERVICEMEN INTERVIEWED

WWRL Woodside-New York is carrying two-minute transcribed interviews with local servicemen stationed overseas as part of a midday newscast. The series is produced by the Army Home Town News Center. Families of men interviewed on the program are notified of broadcast time in advance, and also are given free recorded copies.

PROGRESS REPORT

WEEKLY report on accomplishments of the Eisenhower Administration will be started by NBC radio on Jan. 26 under the name *Ike's Crusade Progress Report*. Mon., 10:35-11 p.m. EST. Show will feature commentators Morgan Beatty, Frank Bourgholtzer, Leif Eid, Earl Godwin, Richard Harkness, Ray Scherer and Esther Van Wagoner Tufty.

BINAURAL SYSTEM EXPANSION

WQXR-AM-FM New York, which uses binaural broadcasting regularly on its Sunday night *String Quartet* program, began transmitting recitals of the American Guild of Organists by the same system, on Jan. 10. The recitals will be broadcast each Saturday, 4:30-5 p.m. EST, from Temple Emanu-El in New York. WQXR said these broadcasts will be the first in the New York area using the binaural system from a point outside the studios.

CROSS PROMOTION

TED COTT, NBC vice president and general manager of WNBC-WNBT (TV) New York, and Ellis Meyers, vice president of *The Play-*

Advertisement

From where I sit
by Joe Marsh

"Biff" Falls for His Own Story

Biff Morgan's four-year-old daughter Rusty is something of a night owl. Stays awake way past her bedtime.

Every night Mrs. Morgan complained about how hard it was to get Rusty to sleep. Finally Biff decided to handle the situation. "Anyone can get a kid to sleep—takes a little patience! Here, hand me her storybook."

He grabs the book and goes into Rusty's room. About an hour later Rusty comes padding out in pajamas and hands her mother the book. "Read it quietly," she whispers, "so we don't wake Daddy."

From where I sit, I'll bet Biff won't be so quick to be a "child-care specialist" the next *time. If we could just resist being such "know it alls," our neighbors would be better off. Take those who would deny me a glass of beer with my supper—well, I might not care for the buttermilk* they *like. We all ought to realize that we all have different abilities and different preferences, too.*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

bill, long-standing official program of the New York legitimate theatre, have signed a reciprocal promotion agreement in which each organization will promote the activities of the other. In a campaign "designed to stimulate interest in the two entertainment fields," WNBC-WNBT will carry a series of spot announcements featuring stars of current Broadway hit plays and revues. In return, *The Playbill* will run a full-page ad each week promoting programs heard and seen on NBC's key eastern outlets.

ROTARY TO SEE WTVJ (TV)

MIAMI Rotary Club has accepted an invitation extended by WTVJ (TV) Miami to hold its Jan. 22 meeting at the station. Meeting, station hopes, will acquaint club members with facilities at WTVJ. Station executives will be hosts at a luncheon and a tour of WTVJ will follow.

LOCAL HAWAIIAN NEWS

FIRST regularly-scheduled TV newsreel covering strictly local events in the Hawaiian Islands was launched Jan. 11 on KONA-TV Honolulu. Return of a number of Hawaii veterans to the Islands from Korea was one of a number of subjects covered on the first in a planned series of weekly quarter-hour telecasts.

PROGRAMS ON ISRAEL

FIRST of two programs on Israel, arranged by the Zionist Organization of America, was broadcast on WDRC Hartford on Jan. 11. Second show was aired on Jan. 18. Programs were entitled *A World to Build* and were placed on the station by the Hartford chapter of ZOA.

KFAB's 'Big Mike'

NEW trademark of KFAB Omaha, 50 kw CBS outlet, was introduced to the broadcasting industry last week. Harry Burke, general manager, said that the trade paper introductory campaign is being augmented by direct mail and other special promotions. Present plans also call for a special "Big Mike" radio program with accent on merchandising. Mr. Burke added.

MAIL RECORD CLAIMS

NEW TV show on WDTV (TV) Pittsburgh, starring Bill Cullen and titled *Professor Yes 'n' No* is headed for an all-time mail response record, station feels. Show was first televised Jan. 4 and during the week following 8,000 letters were sent in by viewers. Second show brought 5,000 letters. Sponsored by Crosley appliance dealers, the show has a viewers participation format. Because of the favorable public reaction, producer Alan Trench is lining up a number of stations for the weekly film program.

Just Call Me Up Sometime
Published figures issued by Southern Bell Telephone Company show that the Miami district *leads the South* in the number of telephones in use...both New Orleans and Atlanta now trail Miami!
And, for more than a quarter of a century, WIOD has served this fast-growing market well...keeping pace with "big town" demands. Your Hollingbery man will gladly bring you up-to-date on the whys and wherefores *in a big way!* Give him a ring!
Established January 18, 1926
WIOD
James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

William L. Foss, Electronics Pioneer

FUNERAL services were held in Washington, D. C., Wednesday for William L. Foss, 60, pioneer electronics engineer, who died suddenly the previous Sunday after a heart attack. Many persons prominent in the electronics field paid tribute to his industry achievements.

MR. FOSS

Mr. Foss started his electronics career over three decades ago in Maine, his native state, after being graduated from American U., Washington, D. C., with an L. L. B. degree. From 1912 to 1917 he served as an electrician for Maine Central Railroad and General Electric Co. He served in World War I entering with the National Guard.

Post-war affiliations included Federal Telephone & Telegraph Co. and the Rines stations in New England. He was credited with construction of seven transmitters for the station group. In 1928 he set up a consulting practice in Washington, including broadcast, police and other systems.

During World War II Mr. Foss was consultant for the Signal Corps and Air Force, specializing in radar warning and defense techniques. After the war he set up an agency within the surplus property organization to dispose of electronics gear. After 1946 he operated as an electronics consultant.

Last summer he became a principal in the newly formed telecommunications firm, William J. Scripps Assoc.

Surviving are his wife, Lita S. Foss, and two children.

Mr. Foss was a member of Institute of Radio Engineers, Society of Motion Picture & Television Engineers, Assn. of Federal Communications Consulting Engineers, Engineers Club of Washington and Radio Pioneers.

Copyright Lectures

SECOND series of lectures by the Copyrights Institute has been announced. It will be held at the U. S. Court House, New York, each Monday evening, starting today and continuing through March 9, according to Theodore R. Kupferman of NBC's legal staff, chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut. Lectures have been scheduled on "Protective Societies for Authors and Creators" on Jan. 26 and on "Problems of Advertisers and Advertising Agencies," Feb. 2.

Kirby Consultant on Film

LIFE story of Glenn Miller, radio personality and orchestra leader killed in Europe in World War II, will be made into a movie by Universal-International Pictures Inc. Consultant for the film will be Col. E. M. Kirby, chief of the Radio-TV Branch of the Army Dept.'s Office of the Chief of Information. Col. Kirby was a friend of the late Mr. Miller.

Advertisers

Lawr[illegible]e W. Bruff, advertising manager, Liggett & My[illegible]s Tobacco Co., elected to firm's board.

Ray [illegible]ber, administrative assistant to advertising m[illegible]ager, Swift & Co., Chicago, appointed mana[illegible]r of department.

Louis [illegible]. Wheeler, sales administrator, Joseph Schlit[illegible] Brewing Co., Milwaukee, to Blatz Brewing Co[illegible] same city, as assistant to president and chairm[illegible]n of plans board.

Neil H. McElroy, president, Procter & Gamble, Cincinnati, elected director of Chrysler Corp.

R. Bruce Wightman appointed general sales manager and **Alvin F. Griesedieck Jr.** named advertising manager, Falstaff Brewing Corp., St. Louis.

Darwin W. Heath, marketing research director, John Falkner Arndt & Co., Phila., to Morresville Mills there as advertising and sales promotion manager.

Frank W. Gray, L. A. sales and advertising consultant, to Mission Dry Corp., that city (Mission Orange and other bottled fruit beverages), as vice president in charge of sales promotion and advertising.

Agencies

Byron Bennheim, account executive, Weiss & Geller, Chicago, elected vice president.

John Eby elected vice president in charge of public relations, Marshall Roberts Adv. Agency, Denver. Firm has moved to 909 17th St.

A. W. B. Geoghegan, vice president in charge of media relations of Young & Rubicam, N. Y., named co-chairman of plans board, replacing **C. L. Whittier** who has retired.

Mr. Geoghegan

Channing Barlow, vice president, Wilson, Haight & Welch, N. Y., to Marschalk & Pratt, N. Y., as account representative.

H. Ellis Saxton, owner of The Saxton Agency, Milwaukee, serving as head of publicity and advertising committee of bi-annual Boy Scout Circus planned for April at Milwaukee Arena.

Louis J. Carow Jr., account executive, Bozell & Jacobs, Chicago, elected a vice president.

Walter A. Tibballs Jr., BBDO, N. Y., transfers to agency's Hollywood office as supervisor of radio-TV production.

David Olen, account executive, Abbott Kimball Co., L. A., opens **David Olen Adv.,** 971 N. La Cienega Blvd., that city. Telephone is Bradshaw 2-7387.

Gault Davis, national food processing sales manager, International Minerals & Chemical Corp., Chicago, to Rhoades & Davis, S. F., as vice president in charge of client relations.

John Alden to Krupnick & Assoc. Inc., St. Louis, as account executive. Other additions to agency staff are: **Robert C. Bullen,** creative consultant; **Lee Cavanagh,** public relations director, and **Harry Lindemann,** art director, replacing **Robert L. Miller** who transfers to agency's account executive staff.

Robert M. Light, radio-TV director, Abbott Kimball Co., L. A., has resigned. Future plans will be announced.

Jack W. Smock, vice president, Foote, Cone & Belding Inc., L. A., to Young & Rubicam Inc., Hollywood, as vice president and manager of general advertising. He succeeds **E. E. Smith** who transfers to New York headquarters.

Mr. Smock

Floyd Flint, manager, J. Walter Thompson Co., Seattle, to The Burke Co., Seattle, effective Feb. 2. JWT office there will close Jan. 30.

Edward P. Holland to Lewis & Gilman Inc., Phila., as associate art director.

Howard C. Imhoff Jr. appointed art director, Doremus & Co., N. Y.

Arthur Meyerhoff & Co. has opened West Coast office at 328 S. Beverly Dr., Beverly Hills. **Jim Ward,** account executive, Leonard Shane Agency, L. A., and his assistant, **Lyle Westcott,** to Meyerhoff as West Coast manager and executive assistant, respectively. **Ken Robinson** to Beverly Hills office as account executive. Telephone is Crestview 5-3168.

J. Allan Hovey, Grey & Rogers, Phila., to Doremus-Eshleman Co., same city, as copy chief.

Dee Tozer, *Sunset* magazine, Menlo Park, Calif., to Guy-Lee Adv., Palo Alto, as production manager and account executive.

Ward Archer Adv., Memphis, Tenn., relocates at 1903 Sterick Bldg., same city.

Irwin Co., Beverly Hills, opens L. A. office at 4068 Crenshaw Blvd. **Frank Warren,** account executive, will be in charge. Telephone is Axminister 7146.

Russ Young, timebuyer, Young & Rubicam, N. Y., father of boy, Jan. 2.

Stations

Joseph Goodfellow, eastern sales manager, NBC Spot Sales, N. Y., to WRC-AM-FM and WNBW (TV) Washington, as director of sales.

Ray F. McCarthy resigns from sales staff of KMOX St. Louis.

Craig Maudsley, formerly partner in Maudsley-Miller Adv. Agency, Hollywood, and **R. W. Clark,** manager of NBC-TV technical operations, that city, to KONA-TV Honolulu, as director of national sales and engineering, respectively.

Fred Maltz, salesman, KTFI Twin Falls, Ida., appointed regional sales manager, KLIX same city.

Lee Langer, Encore Restaurant, L. A., to sales staff, KTLA (TV) Hollywood.

Milton Chapman, assistant local sales manager, WABI Bangor, Me., promoted to local sales manager there. **Robert C. McCausland** to station as account executive.

Bernard Barth, assistant director of TV, WLWT

Spot your chain-breaks where heard by a billion-dollar market. WBNS reaches Central Ohio's rich, 24-county area with 1¼ million folks. WBNS holds listeners with top CBS programming plus popular local shows, which make up the 20 top-rated programs. Your spot announcements are heard on WBNS radio!

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

Mr. Advertiser!

IF You want a testing grounds for your merchandising . . .

AND You want a socko station in a great testing market . . .

BUT You want to spend the lowest cost per thousand . . . then you need . . .

CLEVELAND

WSRS

"The Family Station"

"BEST BY TEST!!"

Ask FORJOE & CO. for the Complete Success Story!

(TV) Cincinnati, named to faculty of U. of Cincinnati to lecture on radio-TV advertising techniques.

C. Merritt Trott appointed assistant sales manager, WBAL-TV Baltimore. **William Mason** added to station's sales staff.

William P. Robinson, vice president in charge of programming, WLW Cincinnati, re-elected to board of directors of Sal-Fayne Corp., Dayton.

Klaus Landsberg, general manager, KTLA (TV) Hollywood, received Benjamin Franklin Medallion at 4th Annual Graphic Arts Banquet in L. A., Jan. 17. Printing industries award, first to go to a L. A. citizen, is given to "outstanding citizen in a city who best exemplifies the outspoken spirit and thinking of Benjamin Franklin."

John Deme, general manager, WICH Norwich, Conn., elected president of Exchange Club there.

Frank C. McIntyre, vice president-general manager, KLIX Twin Falls, Ida., elected first vice president, Twin Falls Council of Camp Fire Girls.

Colin M. Selph, president - general manager, KEYT-TV Santa Barbara, elected a director of city's Chamber of Commerce for three-year term.

Joe Novy, engineer, WBBM Chicago, appointed chief engineer there. **Eugene Eubanks,** WBBM producer, elevated to program director there.

Floyd Nicholson appointed chief engineer at KWRO Coquille, Ore.

Carl E. Burton and **Richard Stevenson Zinn** return to WTVJ (TV) Miami after release from military service as senior producer and producer-director, respectively.

Michael Joseph to WJEF Grand Rapids, Mich., as program director.

Chap Rollins, program director, KATY San Luis Obispo, Calif., appointed production manager, succeeded by **Shirley Russell** from KCBQ San Diego.

George Mulherin, Guy Gannett Pub. Co., to WABI-TV as photographer. **Elmer C. Snow,** station's engineering staff, appointed supervisor of Copeland Hill transmitting plant.

Dave Fox, former program director, KEEP Twin Falls, Ida., to announcing staff, KLIX that city. **Mary Lee Seidner** appointed women's director at latter station.

Jack Brickhouse, WGN-TV Chicago sportscaster, presented with special award from Cook County Council of American Legion for "pleasure he brought to hospitalized veterans during 1952."

Johnny Grant, KMPC Hollywood disc m.c., cited by Junior Chamber of Commerce, that city, with Distinguished Service Award for USO trips with armed forces benefits.

Carl Goerch, political commentator and analyst, WPTF Raleigh, elected Reader of House of Representatives in North Carolina General Assembly.

Alvin Lavanaway, graduate of Northwest Broadcasting School, Portland, Ore., to KWRO Coquille, Ore., as announcer-operator. Other graduates and stations where they now are located are: **Don Vickroy,** KOOS Coos Bay; **Fred Schamu,** KRUL Corvallis; **Harry Lanz,** KPFM Portland; **Robert Griffith,** KBLF Red Bluff, Calif.; **Bill Baldwin,** KWRO Coquille; **Steve Montgomery,** WALD Walterborough, S. C.; **William Miltenberger,** KOMW Omak, Wash.; **Roger Bennett,** KGEM Boise, Ida.; **Forest Lovett,** KNPT Newport, Ore.; **Allen Parkes,** KMCM McMinnville, Ore.; **Bill Hartmann,** KGON Oregon City.

Lillian Derbaum, copy chief at KTUC Tucson, named continuity director at WJHP Jacksonville, Fla.

Alpha Thwaits to WDRC-AM-FM Hartford, Conn., as assistant in bookkeeping department.

Ray Perkins, KFEL Denver, Col., appointed state chairman of radio and disc jockey div., March of Dimes drive.

Wyletta Mounts to KCOW Alliance, Neb., as woman broadcaster and traffic secretary.

Jack Bell to WICC-TV Bridgeport, Conn., on production staff.

Gene Law, production facilities department, KNBH (TV) Hollywood, promoted to floor manager.

Herman Hall, WCOG Greensboro, N. C., promoted to chief engineer there. **Nell Fulton King** returns to station to handle reception and continuity.

F. O. Carver, news director, WSJS Winston-Salem, N. C., elected president of city's Kiwanis Club.

Jim Bannon, Hollywood radio announcer, to KNX that city in same capacity. He succeeds **Clancy Cassell** who joins KCBS San Francisco.

Robert R. Roberts, KGW Portland, Ore., to announcing staff, WHBF Rock Island, Ill. **Joe Grear** appointed manager of film and props departments, WHBF-TV.

John Galbraith, Hollywood freelance radio announcer-newscaster-actor, to KNXT (TV) that city, as newscaster.

Bill Cardin promoted to director of news and special events, KOMA Oklahoma City, succeeding **Bob Eastman,** who enters private business. **Ken Lowe** added to station's news staff.

Wayne Harris, WCMT Roanoke Rapids, N. C., to WSRK Shelbyville, Ind., as production manager. **Blake Taber** appointed farm director at latter station. **Nicki Jordon,** KXLA Pasadena, Calif., to WSRK as women's director.

Jeanne Ruhling, musical director, WIND Chicago, to WMAL-AM-FM-TV Washington, D. C., as musical director.

Jim Poag, continuity department, WIS Columbia, S. C., appointed promotion and merchandising manager. **Mrs. John Battle,** WTMA Charleston, S. C., to WIS as assistant to **W. D. Workman Jr.,** news editor.

Gerald Mohr, Hollywood radio-TV actor, assigned role in Warner Bros. feature film, "The Eddie Cantor Story."

Yvonne Peattie, Hollywood radio actress, assigned role in 20th Century-Fox feature film, "Cabin B-13."

Johnny Carson, star of KNXT (TV) Hollywood *Carson's Cellar,* adds duties as m.c. on station's *Star Hostess Party.*

Virginia Eiler, Hollywood radio actress, assigned role in M-G-M feature film, "Latin Lovers."

Frank Grasso, 58, musical director, WFLA Tampa, Fla., died suddenly Jan. 11.

Nick Lawrence, 29, program director, WHPE-AM-FM High Point, N. C., died Jan. 8 after eight-month illness.

Jay Creedon, disc jockey, WICE Providence, R. I., was suffocated in fire at station, Jan. 3.

Bob Castellon, news editor, KSIG Crowley, La., father of boy, Jan. 7.

Bill Ellison, news director, WHBF Rock Island, Ill., father of boy, Stephen Robert, Dec. 30. **John Schermerhorn,** announcer there, and **Lou Ann Hamilton** were married Jan. 3. **Jackie**

BRONZE PLAQUE goes to Lee Ruwitch (r), vice president and general manager of WTVJ (TV) Miami, from C. W. Kistler, advisory board chairman of the South Florida Div., AAA, honoring the station's *You May Be Next*, auto driver education show, "for public service in traffic safety in 1952."

Tatman, WHBF-TV, and Ben Matthews were married Dec. 27.

Marion Pedlow, women's commentator, WPWA Chester, Pa., mother of girl.

Bob Lehman, director, KNXT (TV) Hollywood *Harry Owens Show*, father of boy, Christopher Alban, Jan. 5.

Pat Turner, WICC Bridgeport, Conn., traffic manager, and **Ernst Engelbrechts,** announcer, WCAW Charleston, W. Va., have announced their engagement.

Barbara Fyne, continuity department, WSJS Winston-Salem, N. C., and Lt. Tom Woods, U. S. Air Force, were married Jan. 2.

Norma Shealy, program librarian, WIS Columbia, S. C., and **Jack Brock,** salesman at WIST Charlotte, have announced their engagement.

Representatives

William G. Rambeau Co., N. Y., appointed national representative for WFAI Fayetteville, N. C.

Larry Coy, space salesman, *Look* magazine, Chicago, to Edward Petry & Co., that city, as TV salesman.

Networks

Robert H. White, New York sales staff of NBC, to network's Detroit office.

Otis Williams, Video Pictures Inc., N. Y., to WOR-TV New York's sales staff as account executive.

John J. Finley, sales staff, WBBM Chicago, to NBC same city, on radio spot sales staff.

Gene Dadan to advertising and sales promotion staff, ABC Chicago.

Sara Selby, actress on CBS Radio *Junior Miss*, assigned role in Warner Bros. feature film, "The System."

Marie Wilson, star of CBS-AM-TV *My Friend Irma*, named "the most glamorous career woman of the year," by Hollywood Business and Professional Women's Club.

Red Buttons, CBS-TV comedian, selected by Advertising Club of Baltimore as "outstanding television personality of 1952."

Nancy Craig, WJZ-TV New York commentator and personality, awarded scroll by **John Lester,** radio-TV columnist of the *Newark* (N. J.) *Star-Ledger* and the Newhouse Syndicate, acclaiming Miss Craig as "television's foremost good neighbor."

Robert Cummings, star of NBC-TV *My Hero* film series, chosen "King of the Winter Carnival" for St. Paul, Minn., festival, Jan. 30-Feb. 1.

Robert Montgomery, actor and producer, awarded 1952 gold medal of International Benjamin Franklin Society for "courageous American citizenship in fighting against communist infiltration of the motion picture and radio fields."

Don Coyle, manager of ABC New York research department, father of girl, Deborah, Jan. 9.

Freeman Gosden, who portrays Amos on CBS Radio *Amos 'n' Andy*, father of girl, Linda, Jan. 10.

Program Services

Bob Schultz, Frank Cooper Assoc., to Jay Garon-Brooke Assoc. Inc., N. Y., as partner on development of radio-TV packages.

C. P. MacGregor, head of C. P. MacGregor Co., L. A. (transcription and library service), re-elected to governing board of Merchants & Mfrs. Assn., that city.

Hallmark Productions Inc., headed by **Kroger Babb,** has moved headquarters from Wilmington, Ohio, to 9100 Sunset Blvd., Hollywood. Telephone is Crestview 1-6000.

Commodore Productions & Artists Inc., Hollywood, will move to 971 N. La Cienega Blvd., that city, in mid-February. Telephone is Hollywood 9-8229.

Robert M. Snader, vice president, Snader Telescriptions Corp., Beverly Hills, and **Barbara Klowdan,** story department, Revue Productions, Culver City, were married Dec. 28.

Equipment

Alter Scott elected vice president in charge of manufacturing for consumer products div., Motorola Inc., Chicago. **John Silver** promoted to vice president in charge of communications, electronics and operations.

Blair Foulds elected vice president of General Precision Lab. Inc., Pleasantville, N. Y.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., elected to board of directors, L. A. Chamber of Commerce. **Donn B. Tatum,** ABC Western Div. director of TV, continues on board for another year.

Leonard A. Rooney, government contracts administration, Raytheon Mfg. Co., Waltham, Mass., appointed manager of communication equipment sales for same company.

Robert L. Anderson named manager of new market and research department, Admiral Corp., Chicago. **Joseph R. Gransee** appointed assistant to advertising director at Admiral.

Floyd A. Hayhurst appointed staff assistant to **Edward C. Tudor,** president, I.D.E.A., Indianapolis.

Robert L. Shaw appointed district sales manager in Missouri, Kansas and Tennessee for radio-TV div., Sylvania Electric Products Inc.

Eugene C. White to tube dept., General Electric Co., Schenectady, N. Y., as industrial specialist to coordinate firm's policies for sales of industrial tubes to electronic equipment manufacturers.

Raymond V. Buivid named radio sales manager and **Thomas J. Nicholson** appointed parts sales

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo

THE SIGMA DELTA CHI AWARD IN JOURNALISM
ΣΔX
Radio-Television
NOMINATIONS INVITED
Deadline Feb. 9, 1953
SEND ENTRIES TO:
Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1.
Additional details on request

Final Deadline
for the
1953
TELECASTING
YEARBOOK
is
FEBRUARY 2
(no proofs)
If proofs are desired deadline is Jan. 24
Please wire your reservation today! Collect

870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

manager, receiver dept., General Electric Co., Syracuse, N. Y.

Brig. Gen. David Sarnoff, RCA board chairman, presented plaque from Men's Club of Congregation Emanu-El, N. Y., in "recognition for achievement in building a better world."

Valdemar Bertelsen appointed sales financing representative of Crosley Div., Avco Mfg. Corp., Cincinnati.

George R. McMullen appointed manager of Kansas City sales div., Gustin-Bacon Mfg. Co. **W. M. Doughman** and **Grant I. Wyrick** assigned to division as sales and service engineers, respectively.

Instrument Div., Allen B. DuMont Labs, Clifton, N. J., announces production of Type 303-AM cathode-ray oscillograph which incorporates Type 5XP-AM metallized cathode-ray tube.

Services

J. B. Staniland named a director of A. C. Nielsen Co. Ltd., supervising firm's operations in the Netherlands.

John P. Colihan, public relations director, Richard N. Meltzer Adv., S. F., opens own publicity firm at 760 Market St., that city. Telephone is Yukon 2-1399.

James M. Boerst, publisher-editor, "Executives Radio-TV Service," Larchmont, N. Y., father of boy, Joseph Alan, Dec. 27.

Professional Services

Jerome Doyle to law firm of Cahill, Gordon, Zachry & Reindel, N. Y.

McClean, Salisbury, Petty & McClean, L. A. law firm, moves to 14th floor of Quinby Bldg., 650 S. Grand Ave., same city. Telephone is Michigan 6003.

Government

Curtis M. Bushnell, assistant chief of FCC Common Carrier Bureau, named acting chief of bureau succeeding **Jack Werner,** who resigned to join Washington law firm of Freedman & Levy [B•T, Jan. 5].

John H. Kearney, staff writer, BROADCASTING • TELECASTING, to U. S. Embassy, London, as assistant press officer.

When Will TV Span Atlantic?—Not in '53, Says Guy

HOPES for live TV coverage in the U. S. of the coronation of Queen Elizabeth II of England were roused recently by James Fleming, news editor of the **EUROPE** NBC-TV early morning news show *Today,* who predicted achievement of trans-Atlantic television as one of 10 big stories of 1953.

Those hopes were dashed, however, by Raymond Guy, NBC manager of radio and allocations engineering, who, in answer to a query from BROADCASTING • TELECASTING, indicated that NBC-TV's coverage of the Coronation will be by film.

Describing the various possible ways by which trans-Atlantic transmission of TV signals might be accomplished, Mr. Guy said that the most obvious method is shortwave broadcasting. But with so many multipath impulses, pictures at the receiving end would not be satisfactory. Relaying TV signals across the ocean is another possibility, Mr. Guy said, but "it is quite a large project" and he doubted that the many attendant problems could be solved in 1953.

Another method for getting signals from Europe to the U.S. and vice versa, which Mr. Guy said has received serious consideration, is the construction of a series of radio relay towers along the route followed by airplanes in their North Atlantic crossings, from Canada to Greenland to Iceland to the British Isles and so to the continent. While this is possible, Mr. Guy pointed out that it calls for construction and maintenance of relay towers across an uninhabited area where hurricanes rage almost constantly. In his expert opinion, this can be done but it is not a likely prospect for 1953.

The same holds true for transistors, which because of their tiny size might be utilized within a trans-oceanic cable to keep TV signals boosted and kept in synchronization from continent to continent. Here, too, is a distinctly possible solution to the trans-Atlantic TV problem, Mr. Guy believes, but one not apt to come to fruition until transistors have been perfected to a point beyond that anticipated in the year ahead.

CBS-TV's 'Studio One' Microwaved to Canada

First U. S. commercial program to be aired live in Canada is shown on CBLT (TV) and kinescoped for CBFT (TV).

FIRST American commercial TV network show to be aired live in Canada starts today (Monday) when Canadian Westinghouse **CANADA** brings in CBS-TV's *Studio One* by microwave relay from Buffalo to CBLT (TV) Toronto.

Show will be recorded on kinescope at CBLT for presentation next Monday on CBFT (TV) Montreal. The fact that the show's producer is 31-year-old Fletcher Markle, who started with CJOR Vancouver and then moved to Canadian Broadcasting Corp., Toronto, played no small part in the final decision of CBC to accept the show. Mr. Markle has been with CBS since 1946.

No other U. S. network show, live or sustaining, has been lined up as yet for the CBC TV stations. But agreements are firm with all U. S. networks on the percentage of station time rates to be paid the originating network.

CBC is negotiating with a number of Canadian advertisers whose parent companies have TV network programs which could be relayed to Toronto, and then by film to Montreal until the microwave relay between Toronto and Montreal is ready this spring.

Meanwhile there has been no new Canadian advertiser taking time on CBLT or CBFT. Advertisers apparently are marking time to see what program changes CBC will make to bring a greater audience to the stations.

CBC in its TV programming has started to lighten its fare a bit, scheduling more popular type programs instead of cultural and educational formats which have predominated since CBC began telecasting last September.

Board Reserves Judgment On Canadian Indie Fees

CANADIAN independent broadcasters will not know for some time what fees they will have to pay this year to the Composers, **CANADA** Authors & Publishers Assn. of Canada (CAPAC). The Canadian Copyright Appeal Board Jan. 8 reserved judgment on the amount at Ottawa, pending settlement of a court case now awaiting a decision.

Canadian stations, represented by Canadian Assn. of Broadcasters, asked for a reduction of the rates requested by CAPAC and a change in the basis of charging the rates, 1¾% of

It's Happening in NEW HAVEN

ON WNHC

Whether it's girdles, garters or gowns, WNHC *moves merchandise* steadily, economically. Ask Pollack's Women's Apparel, now completing *seven straight years* of *selling* over WNHC!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

station gross revenue.

BMI Canada Ltd. was awarded fees from independent stations based on the issued government receiving licenses, amounting to $46,278 in 1953 as compared to $44,248 in 1952.

Canadian Broadcasting Corp. has a set fee with BMI Canada Ltd., and did not oppose CAPAC rate request for 1¾% of its commercial revenue plus 1 cent per capita for Canada's population. CBC will also pay CAPAC a flat $5,000 for use of its music on the CAB International Service. The CBC fee to CAPAC is about $175,000.

CAB is now contesting a ruling that CAPAC fees should be a percentage of station gross revenue on basis this would give CAPAC access to station books.

CAB Montreal Meet Plans Okayed for March 9-12

CANADA

PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Montreal, March 9-12, were finalized at the agenda committee meeting at Montreal last Tuesday and Wednesday. They will be discussed at the CAB board of directors meeting this week at Ottawa.

CAB board also will study, aside from other business, a proposed industry pension plan, a hold-up on acceptance of TV station applications by the Dept. of Transport, and brief to be presented Jan. 23 to the Canadian Broadcasting Corp.'s board of governors on proposed new AM broadcasting regulations.

This brief will be based on a belief that proposed controls and restrictions on publication by broadcast are parallel to attempts to control and restrict publication by printing in the 15th century.

'52 Canada BBM Report

CANADA

COVERAGE data on 137 Canadian AM member stations are offered in the 250-page, 1952 Area Report released by the Bureau of Broadcast Measurement, Toronto. Tabular matter covers BBM stations heard in each county, census subdivision and measured city area, showing frequency of listening and total weekly BBM rating.

Data sheets show how to use report's information, explains bilingual listening, gives BBM rules and regulations, lists all Canadian stations alphabetically by cities and by call letters and includes a map of Canada.

CAB Issues Data to Members

CANADA

ECONOMIC trends and tax information will be given members of the Canadian Assn. of Broadcasters this year on an experimental basis. The economic trends analysis is to start Feb. 1 on a quarterly basis, and will be prepared by Frank Flaherty, business news writer of Ottawa. The tax analysis and accounting information service starts today (Monday) by CAB's auditors, Boyce, McCay, Duff & Co., Ottawa.

EDUCATIONAL

CHICAGO TV STUDY RELEASED BY NAEB

Drama occupied fourth of air time, sports 18.39%, entertainment 20%, advertising 14.58%, informational 11.56% in this survey, the third in a series.

THE NATIONAL Assn. of Educational Broadcasters last Wednesday announced the results of a study of Chicago summer TV programming—the third in its series of city monitoring surveys designed to identify "trends in telecasting."

In book form and titled *Chicago Summer Television*, the study was compiled by three authors with the aid of the National Opinion Research Center in that city and was financed through a grant from the Ford Foundation's Fund for Adult Education.

NORC has made surveys supporting views of the National Collegiate Athletic Assn. on

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

controlled football TV, subscription video and other enterprises, while the Fund for Adult Education has appropriated sums of money in behalf of educational television.

George Probst, chairman of the Adult Education Committee of NAEB, for whom the survey was prepared, said it should prove a "veritable gold mine" for broadcasters and researchers. He said NAEB is making these studies because of its interest in serving the broadcast industry, FCC and the public at large. The book may be obtained at the U. of Illinois, Urbana, Ill., for $5.

The Chicago study was conducted from July 30-Aug. 5, 1951—nearly 18 months ago—and is similar to other surveys in the New York City and Los Angeles areas during 1951. It contains comparisons of the three markets. Principal author is Prof. Donald Horton, U. of Chicago's sociology department, with assistance from Hans O. Mauksch and Kurt Lang. Receivers were supplied for monitoring purposes by Zenith Radio & Television Corp. NORC supplied its facilities.

The Chicago survey covered the four TV stations—WNBQ (TV) WENR-TV WGN-TV and WBKB (TV). Highlights follow:

- **Drama occupied 26.18% or one-quarter of all broadcast time. Leading types of drama: Adventure and action, 6.09%; Western, 5.76%; crime and horror, 4.86%. Feature films (produced primarily for theatre exhibition) occupied 70.39% of all drama, TV stage productions, 22.53%.**
- **Sports occupied the second largest block of all broadcast time—18.39%.**
- **Entertainment accounted for a fifth of total time, with variety programs taking 7.89% of time in this category.**
- **Programs of an information character occupied 11.56% of total broadcast time and forum shows 3.35%.**
- **Commercials took 12.57% of all time and all advertising (shopping, promotion stunt programs) occupied 14.58%. Average length of commercials in programs was 73 seconds; in station breaks, 36 seconds. Average proportion of commercials was about 2:06 minutes to each 15 minutes of net program time.**

Comparing Chicago with New York and Los Angeles, the study reports: "The general picture is that of a relatively uniform program structure, which shows much less variation than one might expect from city to city or season to season."

WHBC Staff Assists Faculty

EIGHT members of WHBC Canton, Ohio's staff are assisting the faculty of the journalism department at Kent State U. in a radio news course being offered at the school during the current semester.

Al Frances, WHBC news director, will lecture on the organization of a news department. Gathering local news will be discussed by Edwin L. Kaufman, station newsman.

Other personnel in the project are John Baker Jr., assistant news director; Robert C. Fehlman, manager; W. H. Vodrey Jr. legal counsel; Carol Adams, women's director; Jim Muzzy, sports director, and Eugene Carr, director of radio for Brush-Moore Newspapers.

SE Institute Sets Opening

OPENING of the Southeastern Radio & Television Institute at Nashville, scheduled for March, will provide a new source of TV personnel trained in engineering and production, according to Bailey Manthey, president.

Mr. Manthey said beginning classes will be made up of engineers and radio production people sent to the school by southern TV applicants. Classes for inexperienced persons desiring to enter TV will begin at a later date.

NARTDA to Encourage Educational TV Development

Emerson's Ben Abrams sees radio-TV dealers as a 'rallying' force for spurring interest in educational stations and a heavy volume of set sales with opening of new TV markets.

MEMBERS of the National Appliance and Radio-Television Dealers Assn. will work at the local level to hypo interest in and development of educational television stations, following a blueprint which is now being completed by the group's board of directors.

This was reported at the association's annual convention, which took place in Chicago last week. The board, however, declined to reveal any of its plans at this time, although during the convention it took formal action to approve participation of its membership in the educational television program. Invitations are believed to be ready for mailing to a select list of members who would serve on the educational television committee, which is headed by Don Gabbert, a dealer in Minneapolis. Mr. Gabbert has been working on the project for some time, and reportedly has made several trips to Washington, D. C. during the past eight months to research the matter.

Advantages of the prosposed system of cooperation with local groups in development and construction of educational video outlets were outlined by Ben Abrams, president of Emerson Radio & Phonograph Co., who has

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Youngsters in many areas will witness the Eisenhower inaugural from their classrooms through co-operation by TV set dealers and manufacturers.

The 76 affiliates of CBS-TV are being furnished with a teacher's guide correlating the network's inauguration telecasts with actual classroom lessons in history, government and economics. The guide was prepared by the Citizens Education Project of Teachers College, Columbia U., under direction of Prof. William S. Vincent, in co-operation with CBS-TV, according to Sig Mickelson, CBS-TV director of news and public affairs.

In Chicago, more than 300,000 pupils of the city's school system will view ceremonies in auditoriums on sets supplied by 600 local dealers. The sets were installed at the suggestion of the National Television Review Board, local video critics and Admiral Corp.

WTVR (TV) Richmond, Va., in cooperation with the Parent-Teachers' Assn. and the Richmond Electrical Assn., has arranged to telecast the inauguration in every area school, according to Robert L. Montgomery of WTVR. Local television dealers will supply sets.

The entire school system of Lebanon, Pa., some 6,300 children, will watch tomorrow's spectacle, because of the efforts of William H. Worrilow, president of the Lebanon Steel Foundry, who offered to buy sets for all the schools in the city. RCA Victor dealers in Lebanon and Camden, N. J., are installing the sets and RCA Victor has loaned three large TV screens. The Lebanon project is being handled by A. A. Schechter Assoc. Mr. Schechter is a former executive of NBC and MBS.

be interested personally in similar projects for some time.

Mr. Abrams, speaking at the closing session of the convention Tuesday afternoon, termed the allocation of 242 channels to educational TV "the most important" part of the FCC freeze-lift. With this kind of a station and programming, he said, television "will be put to the most constructive possible use for the first time, and it will effect the greatest public service ever seen in the U. S."

Seeing the need for a central body which could operate as a cohesive force in all activity in the educational television field, Mr. Abrams termed NARTDA an ideal group for this purpose because of its common interests and membership in cities where the channels have been assigned. The organization could serve as a "rallying point" for all persons and institutions interested in educational television, and "it could render a great public service as well as do a good public relations job for the association and its members."

The best device in the promotion of educational TV, he said, is "numerical strength," and he pointed out the widespread membership of NARTDA throughout the U. S. Member co-operation, with the proper guidance, could be very important in getting stations on the air.

Citing a need for "first things first," he said the first move is to get the stations on the air without delay so that channel assignments are not re-allocated to commercial enterprises. There are enough commercial allocations now, he said, discussing the 2,000 which will ultimately "blanket" the nation as sound broadcasting does now.

Must Be Non-Commercial

Educational TV, he said, must be non-commercial to survive. He said educational-only stations are needed because commercial stations do not and would not provide time for educational programming at peak periods when a maximum audience is reached, and would limit the amount of educational time which could be fitted into its commercial schedules. Nothing surpasses the importance or worthwhileness of educational TV," Mr. Abrams asserted.

Opening up of new television markets, as well as those with only educational stations, will bring about a heavy volume of set sales, he predicted. He estimated that seven one-half million sets will be manufactured and sold in 1953. Television is here to stay, and "is on the forward march." The industry "can't help but become one of the five largest industries in the U. S.," he claimed.

Another speaker on the TV panel, which was conducted by retiring president Mort Farr, was Joe Marty Jr., general manager of the electronics division for Admiral Corp. Mr. Marty discussed sales problems in marketing uhf receivers.

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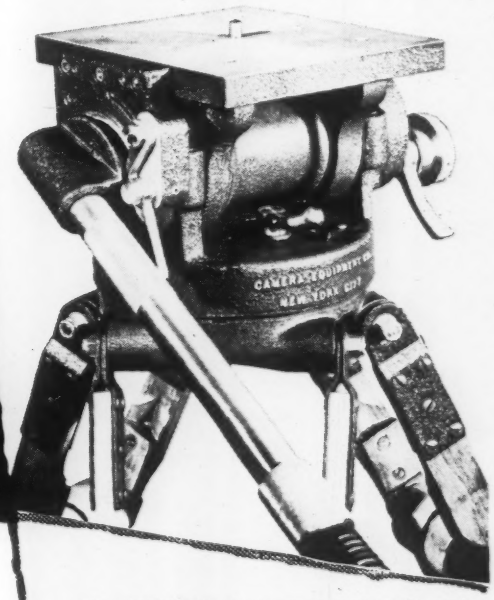

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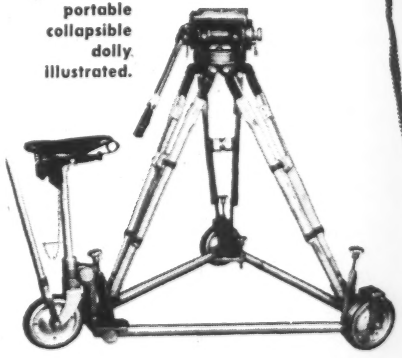

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Eleven Schools Back Move For Philadelphia Uhf Channel

FIRST definite move was made by representatives of 11 large educational institutions in Philadelphia to establish a uhf, non-profit educational television station for the Philadelphia-Camden (N. J.) area.

The action was the signing of articles of incorporation and application for a charter in the name of the Delaware Valley Television Corp. Services would be available to every educational institution within a 50-mile radius of Philadelphia, public and private.

It would cost by careful estimate, $400,000 to build the station and $250,000 to $300,000 a year to operate it with a single eight-hour-a-day staff. Memorial Hall, in Fairmount Park, is favored as a studio center and already has been offered by the Park Commission.

WAAM (TV) Seminar Feb. 27

FIRST session of the WAAM (TV) Baltimore third annual Regional Television Seminar Feb. 27-28 will be devoted to "The Career Panel (What Can I Do in Television?)."

This session will feature short talks by Herbert B. Cahan, WAAM program manager; Sig Mickelson, director of news and public affairs, CBS-TV; Jack Harrington, president, Harrington, Righter & Parsons Inc.; Lester Lewis, president, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Edward B. Roberts, script editor, *Armstrong Circle Theatre;* Kenneth Tredwell WBTV (TV) Charlotte, and Charles Underhill, ABC-TV.

'KO-ED'—U. of Wash. and KOMO in Co-op Training

DRY-RUN television experimentation in a weekly cooperative venture is giving practical experience to the technical and programming staffs of KOMO Seattle and at the same time is helping train radio-TV students at the U. of Washington.

With KOMO's $150,000 worth of TV studio equipment already installed but its application for Ch. 4 still pending before the FCC, the NBC radio affiliate has been producing and televising, via closed circuit, a program a week on Tuesday evenings. Selected students from the radio-TV department of the university, under the tutelage of Milo Ryan, associate professor in the School of Communications, develop the program ideas and put the shows on, handling all operations except the camera and audio work. KOMO's engineering staff, under Stanton D. Bennett, chief TV engineer, and the program and continuity departments under Fred Patterson, KOMO program manager, work with the students. George E. Dean, KOMO public service manager, is liaison man with the university.

KOMO's program of technical training started in February 1952, and now includes, in addition to the cooperative effort with the U. of W., a regular Monday afternoon workshop session.

AT workshop training session KOMO Program Director Frederick Patterson (left center) discusses script with Dick Osgood, U. of Washington student producer. KOMO personnel in foreground are Cameramen W. Bey and H. Armstrong; B. Pickering, boom man, and S. D. Bennett, chief TV engineer.

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* *Standard Audit and Measurement—1952 Audience Report*

Wash. State Educators Urge Funds Be Passed for TV

LEGISLATIVE appropriation of $3½ to $4 million to implement a statewide educational television plan was recommended early this month at a meeting in Seattle of the Washington Citizens' Committee for Educational Television.

The meeting Jan. 9, which attracted some 200 broadcasters, telecasters, educators and civic leaders, recommended also that the state legislature pass enabling legislation to take advantage of the educational TV channels reserved by FCC, and that the governor or the legislature appoint an Educational Television Commission.

Robert Mullen, executive director of the National Citizens' Committee for Educational Television, and Harrison McClung, western division representative of the national group, were among the principal speakers at the Washington State meeting.

Mr. McClung, a retired vice president of J. Walter Thompson, told the afternoon meeting that commercial telecasters are not opposed to the idea of educational video.

The chairman of the Washington Citizens' Committee, Ed C. Whiting, gave credit to the commercial telecasters for their own educational efforts on TV, and noted the interest of Mrs. Scott Bullitt, president of King Broadcasting Company (KING-AM-FM-TV Seattle) in use of Ch. 9 for educational purposes.

The plan as approved by the meeting calls for stations, ultimately linked into an educational network, in the following cities:

Spokane, Pullman, Omak-Okanogan, Wenatchee, Ellensburg, Moses Lake, Yakima, Tri-Cities (Richland - Kennewick - Pasco), Walla Walla, Bellingham, Seattle, Tacoma, Olympia, Chehalis-Centralia, Aberdeen-Hoquiam, Kelso-Longview, and Vancouver.

NEW YORK BOARD OF REGENTS HEARS PRO AND CON ON STATE TV NETWORK

Eyes of broadcasters and educators have been on the biggest state of the Union, where a key drive by educational TV proponents to set up a 10 station network is in the critical stage. Second hearing on the proposal was held last week by the New York State Board of Regents.

ARGUMENTS for and against a non-commercial educational television network proposed by the New York State Board of Regents were presented at a two-day hearing in New York Wednesday and Thursday.

Viewpoints on the plan were placed before the Temporary State Commission on the Use of Television for Educational Purposes, headed by Douglas Moffat. The hearing was the second in a series of three meetings arranged by the commission. One was held in Buffalo on Jan. 7 [B•T, Dec. 12, 1952] and a final session is scheduled in Albany Wednesday.

The Regents' plan provides for the establishment of 10 educational stations throughout the state. Proponents of the program have estimated that it would cost $350,000 to build and about $250,000 a year to operate each station.

The commission, set up by Gov. Thomas E. Dewey, must make a report of its findings to the state legislature by Feb. 2. Under an FCC ruling, the state must forward definite plans by June 3 to be assured of 10 uhf channels reserved for the state.

Endorsing the Regents' plan at Monday's session were some 75 spokesmen for educational and civic organizations in the metropolitan New York area. They represented colleges and universities, elementary and high schools, museums, libraries, professional groups, labor unions and religious organizations, among others.

Their main contention was that educational television could make a contribution to the city, state and nation by raising the cultural level of the community. They argued that commercial television was not geared to fulfill these objectives, although certain speakers acknowledged that networks and stations had cooperated with their organizations in presenting programs of an educational nature.

The question of financing the project was put to several speakers by Henry V. Poor, counsel to the commission. Some replied that their organizations were prepared to help the program financially, while others said they could make no definite commitment. All spokesmen asserted they could pledge the cooperation of their members as talent on programs and in preparation of scripts. Several indicated they were prepared to furnish production of programs.

Schutzer Charge

One discordant note sounded at Wednesday's session was a charge by Arthur Schutzer, executive secretary of the American Labor Party in New York State, that Gov. Dewey and the state legislature have "no serious intention" of implementing the Regents' plan.

As basis for his accusation, Mr. Schutzer referred to Gov. Dewey's annual budget message two weeks ago, claiming that the state's chief executive made no direct or indirect mention of the proposed educational TV chain. He told the commission that he was making the charge to warn interested groups to guard against any attempts by Gov. Dewey and the legislature to hamstring the project.

One highlight of the session was a petition by scores of spokesmen for organizations on Long Island for a separate channel for their community. Under the Regents' proposed network, the station in New York would provide coverage for Long Island.

Long Island speakers stressed that their area had a population of more than one million, larger than any of the communities in which stations are planned with the exception of New York and Buffalo. They further argued that programming from New York necessarily would accent urban themes that would not fill the needs of suburban Long Island.

Some of the speakers endorsing the Regents' proposal included Dr. Buell Gallagher, president of the College of the City of New York; Dr. Henry T. Heald, chancellor of New York U.; Dr. Edwin S. Burdell, president of the Cooper Union Institute of Technology; Dr. Harold Taylor, president of Sarah Lawrence U.; Worthington Gregory, president of the Long Island Radio-TV Council; Rev. Daniel M. Potter, associate director of the Protestant Council of New York; Henry Lee Moon, public relations director of the National Assn. for the Advancement of Colored People, and Winthrop Rockefeller, chairman of a coordinating committee for civic organizations interested in educational television.

Critics of the plan voiced their opposition at

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* S. M. "Survey of Buying" 1952

Thursday's session. Six spokesmen for taxpayers, business and women's groups, plus a housewife, urged the commission either to recommend the outright quashing of the plan or further exploration of the subject.

Advocating a further study of the topic was S. Arnold Witte, manager of the legislative services division of the Commerce and Industry Assn. of New York Inc., whose prepared statement was read by Mack A. Nomburg, association's public relations director. Mr. Witte asked the commission to hold its report in abeyance until it received complete information on the following points:

(1) The overall needs of the New York State School system and how a TV network fits in with a program of "first things first"; (2) the practicability of alternative methods of presenting telecasts and the comparable value and cost of alternative visual aids in education, and (3) the actual cost of establishing, operating and transmission of program of a state-owned-and-operated TV network.

Mr. Witte challenged the Regents' estimate of costs on both construction and operational figures. He declared that some experts in the field claim that construction costs may run as high as $10 million as against some $3,850,000 quoted by the Regents, and that operation figures may run from $4 million to $8 million.

Insisting that "first things must come first," Mr. Witte pointed out that schools in New York State are said to be "run down, inadequate and unsanitary." He called on the commission to investigate these reports and to recommend the improving of existing school facilities rather than use funds "on what appears to the laymen to be a possibly desirable but nevertheless luxury item."

Ralph A. Brooks, executive secretary of the 5 Counties Taxpayers Defense Inc., and Lambert Fairchild, a trustee of the American Defense Society, voiced outright disapproval of the project. Mr. Brooks asserted that first consideration must be given to repair and modernization of New York City schools before the state contemplates "education for television." Mr. Fairchild branded the proposal as a manifestation of "the boondoggling, socialistic trend in government," adding:

"The Board of Regents and Mike Quill have one thing in common—complete disregard for the downtrodden taxpayer."

Objecting to the proposal, a mother and housewife, Mrs. Mildred Dey, of St. Albans, N. Y., declared that the envisioned plan would compel children to watch telecasts in school for several hours a day and would therefore "lead to eyestrain." She insisted that schools are designed to teach youngsters by means of qualified instructors and "not with a TV set."

Other speakers included Mr. Clifford A. Allanson, executive manager of the New York State Council of Retail Merchants Inc.; Mr. Isidor H. Goodman, West Side Taxpayers Assn. Inc., and Mrs. Irene W. Mills, New York State Federation of Women's Clubs.

Strikebound Schools End Baltimore AM-TV Classes

BALTIMORE's experiment in education by radio-television has ended and the city's public school system was back almost to normal last week.

Schedule of special classes, for which local radio and television stations offered their facilities, was terminated Jan. 9. Educators were unanimous in praising the cooperation by Baltimore broadcasters [B•T, Jan. 12].

Virtually all the city's 175 schools reopened early last week as local civic authorities pressed for an early end to the strike of maintenance workers. The strike was called by International Teamsters Union (AFL) over a wage dispute and involved some 3,000 janitors, refuse collectors, engineers and firemen.

The plan for broadcasters' participation was drawn by WBAL-TV, which offered its facilities after the walkout New Year's Day. Nearly 40 hours of air time were set aside for allocation of subjects by the Baltimore Dept. of Education.

Educational TV Questioned By Hillman

TELEVISION as an educational medium has been overemphasized and should be approached with caution.

So stated Harry Hillman, member of the Los Angeles Board of Education, last week when he challenged the classroom value of educational television during discussion of a statewide study of educational TV channels by a committee set up by California's Gov. Earl Warren. Besides a time extension on the study, the school board requested local representation on the Governor's proposed Educational Television Commission.

Decrying what he referred to as a proposal by a national educational TV conference to place two 20-inch screen sets in every classroom, Mr. Hillman estimated that such an undertaking would cost Los Angeles more than $2 million.

Questions TV Need

"Nobody has shown me that you can't accomplish just as much with sound motion pictures in classrooms as you can with TV," he declared. "And nobody has told me who's going to pay for all this."

Mr. Hillman said he understood the plan is to present "canned programs" over the educational TV channels, and if that's the case, movies would do just as well, pointing out that "they are cheaper and we already have the projection equipment."

Dr. Hugh C. Willett, a board member and chairman of the National Collegiate Athletic Assn.'s television committee, explained that classroom use of television is a very small part of the program. "Our primary interest is the education of all citizens through TV," he said.

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IN PUBLIC SERVICE

Missing Stockholder

UNABLE to track down one of some 6,000 missing stockholders of Commonwealth & Southern Corp., the Tracers Co. of America recently turned to WPIC Sharon, Pa., for help. Station's Larry Caldwell aired the news on his 8:05-9 a.m. *Milkman* program and within 20 minutes received phone calls on the whereabouts of Fred D. McFarland. He was located in a neighboring Ohio town. C & S has been liquidating its assets the past few years to conform with a court ruling. Mr. McFarland thus will receive his funds, thanks to WPIC.

* * *

School of Learning

FACILITIES of WKBZ-FM Muskegon, Mich., are being placed at the disposal of radio students of the city's Senior High School twice each week. With the station's technical staff standing by, the students take over WKBZ-FM Monday and Wednesday from 7 to 8 p.m. Through on-the-spot instruction they learn engineering, announcing, traffic, programming and writing.

* * *

Canned Sessions

FAILURE of Buddy Brown and his orchestra to appear for a local American Legion New Year's Eve dance found KLMR Lamar, Col., ready, willing and able to avert a minor catastrophe. Station supplied records and later piped dance music to the dance hall through a loudspeaker system. What might have become a complete fiasco thus was turned into a most successful dance party, according to Everett Shupe, KLMR manager.

* * *

'Shop Early'

MERCHANTS Div. of the local Chamber of Commerce paid tribute to WLEC Sandusky, Ohio, for its role in the recent "shop early" campaign. Station matched every spot announcement bought by the Chamber's retail division with a free plug and gave downtown merchants over 70 gratis spots each day when they remained open to 9 p.m. Announcers used station breaks to inform listeners of late shopping hours. Station also donated $549.45 in time for the local Christmas Seal drive.

* * *

Boy Gets His TV Set

COL. James T. Healey, president-general manager, WOKO Albany, N. Y., aired an appeal for an 11-year-old tuberculosis victim, after learning that what the boy wanted most for Christmas was a television set. Public response was "remarkable," said Col. Healey. In addition to the TV receiver, there are unused contributions which are to be set aside for other charitable projects.

* * *

KOIN Contributions

WHEN Bob Henderson, m. c. of *The KOIN KLOCK*, early morning show on KOIN Portland, Ore., appealed for contributions for the Salvation Army Christmas Fund, listeners responded with $2,270.57.

* * *

WPTZ (TV) 'Health' Awards

UPON its 250th telecast of *You and Your Health*, semi-weekly WPTZ (TV) Philadelphia series on public health, the station was awarded citations from Philadelphia County Medical Society, Philadelphia County Dental Society

WTMJ-TV Editorials

WTMJ-TV Milwaukee reports it has received complimentary letters from educators and citizens for its current quarter-hour, once a week filmed show illustrating editorials about Milwaukee which appear on the front page of the *Journal*.

The TV station and newspaper, both owned by the Journal Co., work together in planning various editorials about common problems of interest to local citizens. Covered by the joint newspaper editorial-TV show presentation are such topics as city cleanliness, parks, airport, library, civil defense, police and expressways. The *Journal* editorial appears on the same day the TV show is aired.

Several weeks before each show, the editorial writer figures out picture possibilities to accompany his editorial; then a commercial photographer with a movie-sound camera spends two days taking pictures, from which the most graphic are selected. The film is trimmed and a rough script written, then both are edited to their finished forms for presentation.

The show is presented at 6 p.m. on Tuesdays and currently is scheduled for 13 weeks. WTMJ-TV reports requests for filmed prints of the programs have come from schools in Milwaukee and suburbs and that PTA groups have realized the value of the subject matter and repeated showings to persons interested in improving the city.

and Philadelphia Department of Public Health, for "pioneering and developing health education" via TV.

* * *

WTIC Helps Spot Bandit Car

MINUTES after a robbery of the Berlin, Conn., branch of the New Britain National Bank, WTIC Hartford reports it aired the license number of the bandit's getaway car as described on the state police shortwave radio. A 12-year-old Berlin schoolboy and self-styled "Junior G-Man," who had noted the license number of an empty car on his way home from school, heard the WTIC bulletin and notified police, who recovered the abandoned getaway car, but failed to apprehend the bandit.

* * *

Delivers Freedomgrams

TO MAKE sure the voice of the industrial area in western Michigan will be represented on the Crusade for Freedom's Radio Free Europe and Asia, Muskegon County Crusade Chairman Marty Whelan, news eidtor of WKBZ Muskegon, enlisted 1,600 Boy Scouts to distribute 33,000 Freedomgrams, messages on behalf of RFE, to homes in that area.

* * *

Raises $4,000 for School

IMPACT of WJAR-TV Providence's *TV Sports Page* was demonstrated when the show's chief personality, sportscaster Warren Walden, used the program to promote within three days the raising of some $4,000 to complete expenses needed for West Warwick High School's local football team to participate in an annual football bowl game at Miami, Fla.

WHLI Public Service

RECORD 1,104 public service programs totaling 546 hours were broadcast during 1952 by WHLI Hempstead, L. I., according to George Ball, station public affairs director, who said the figure represents an increase of 23% over 1951. Also scheduled in 1952 were 10,101 public service spot announcements for national and local non-profit campaigns, he said.

* * *

Benefit Collects $101,411

BENEFIT show by *Wilkens Amateur Hour*, radio and television program on WDTV (TV) and KQV Pittsburgh, for the Children's Hospital Fund, not only received pledges of $66,671 in donations, but brought in a final total of $101,411—more than 150% of the pledged amount, the stations report. The regular Sunday show, normally one hour, was extended to an hour and a half for the benefit. Sponsor is Wilkens Jewelry Co.

* * *

WWRL Polio Drive

WWRL New York is conducting a saturation campaign on behalf of the March of Dimes this month, using spot announcements and case histories of polio victims, according to the station. Transcriptions are broadcast seven times daily and include foreign language announcements.

* * *

Nylons for TV Sets

MARGARET ARLEN, WCBS-TV New York personality, has begun an appeal on her five-day-a-week program for 1,710,000 discarded nylon stockings. Sale of that number of stockings, according to Miss Arlen, will bring in enough money to purchase 95 TV sets to be donated to the Greystone Park Mental Hospital, Morris County, N. J., for use by some 5,500 patients.

* * *

WIMS-AM-FM Radiothon

A 24-hour radiothon by WIMS-AM-FM Michigan City, Ind., to raise $10,000 for the La-Porte County Therapy Center for Retarded Children, resulted in receipts totaling nearly $13,000, William N. Udell, president-general manager, reported last week.

* * *

WDUN's March

WDUN Gainesville, Ga., fourth annual March of Dimes Marathon, which began early Jan. 3 and continued for 18 hours, raised $1,016.90 for Gainesville-Hall County Polio Campaign.

* * *

Power for Good

CKVL Verdun, Quebec, raised $600 for crippled children—without soliciting contributions or gifts from listeners. During Christmas week station aired a French-language program from the Victor Dore School and money started flowing in a few hours later. Announcer thanked listeners and an avalanche of donations was underway in the next few days.

What has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city — even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 hours a day

is the average daily radio-listening time *in TV Homes* in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has *not* replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

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Quad-Cities' favorite
WHBF AM FM TV
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WHEN TELEVISION gives

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BECAUSE

IT HAS A NEW TOWER
1914 FT. ABOVE SEA LEVEL.

ITS POWER IS NOW
50,000 WATTS.

IT IS CENTRAL NEW YORK'S
MOST POWERFUL TV STATION.

IT IS LOCATED IN THE
HEART OF AN
INDUSTRIAL AREA.

SEE YOUR NEAREST
KATZ AGENCY

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

MILESTONES

SIX employes, each with 20 or more years of service, are honored by WCCO Minneapolis at a special luncheon. L to r: Larry Fist, studio supervisor, 27 years; Irene Doherty, mail clerk, 25 years; Ivan Anderson, resident engineer-transmitter, 28 years; Larry Haeg, general manager, who presented $100 bonds to group; Russell Person, studio technician, 20 years; George Collier, technician - transmitter, 25 years; Fred Herman, technician, 24 years.

► START of its 26th year of remote broadcasting on WJAS Pittsburgh yesterday (Sunday) was observed by that city's First English Lutheran Church, with a talk by the Rev. Robert W. Stackel, present minister. Only two broadcasts have been missed due to weather and power failure.

* * *

► Sterling V. Couch, WDRC Hartford traffic manager, observed his 25th anniversary with the station Jan. 1. Mr. Couch was presented a gold watch at a party in his honor.

* * *

► GEORGE BARBER, manager of WCOG Greensboro, N. C., is observing his 22d anniversary in radio. He joined WDOD Chattanooga, Tenn., as an announcer-operator Jan. 19, 1931.

* * *

► ARTHUR GODFREY began his 20th year on CBS Radio last Thursday. He started with the network Jan. 15, 1934, on an early morning program with WJSV (now WTOP) CBS Radio's Washington outlet. Mr. Godfrey is heard 8½ hours a week on CBS Radio, in addition to frequent regular appearances on CBS-TV.

* * *

►RAY NORENE has been awarded a 20-year service pin at WBBM Chicago, where, as an engineer, he has traveled more than 300,000 miles in his work.

* * *

► WITHOUT warning, Nancy Osgood, WNBW (TV) Washington women's commentator, had her Jan. 2 program upset shortly after it opened as a score of NBC officials, broadcasters and friends interrupted proceedings to stage a 10th anniversary celebration in her honor. The event was a complete surprise. Impromptu interviews, songs and presentation of gifts provided unscheduled entertainment. In her 10 years Miss Osgood has interviewed over 2,000 guests on WRC Washington and WNBW (TV), NBC outlets.

► Frank Edwards, news commentator for the AFL, began his fourth year of broadcasts for the labor organization Jan. 5. Mr. Edwards is heard at 10 p.m. EST Monday through Friday on some 130 MBS stations.

* * *

► WWVA Wheeling, W. Va., claiming one of industry's oldest Saturday night hillbilly radio shows, *WWVA Jamboree*, on Jan. 3 marked 1,040th consecutive broadcast of the show, first aired Jan. 7, 1933.

* * *

► Philco Corp. received special scroll from NBC Dec. 29 commemorating the 200th telecast of *Television Playhouse* (NBC-TV, Sun., 9-10 p.m. EST). Presentation was made by John K. Herbert, NBC vice president in charge of radio and TV networks, to James H. Carmine, executive vice president of Philco. Company has sponsored the program since its inception Oct. 3, 1948.

* * *

► WSAZ Huntington, W. Va., client, Lawrence Drug Store of Huntington, on Jan. 1 began its 10th year of sponsoring the *World News*.

* * *

►James H. Riley, engineer, WLAW Boston, has celebrated his 15th year at the station.

Harkens Back 23 Years

FRANK SMITH, morning news editor, KRES St. Joseph, Mo., himself a polio victim in 1930, was principal speaker at a kick-off dinner of the 1953 March of Dimes in Buchanan County. Mr. Smith also is co-chairman, Radio Div., Buchanan County Polio Drive. In addition, Mr. Smith will address several groups in the area to promote the drive. He "plugs" the March of Dimes on his six newscasts daily.

New Grantees' Commencement Target Dates

‡ On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic Ciy, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 4/1/53	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 2/1/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Adam Young
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	..... Meeker
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	..... Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 Unknown	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WEEX-TV Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
Ozark TV, Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
WFTL-TV Fort Lauderdale, Fla. (23)	7/31/52 3/1/53	..... Sears & Ayer
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Unknown	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
WBAY-TV Green Bay, Wis. (2)	11/13/52 3/1/53	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
Harrisburg Bcstrs, Harrisburg, Pa. (71)	12/31/52 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 March	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
Hutchinson TV Inc, Hutchinson, Kan. (12)	1/8/53 Unknown	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
KSWO-TV Lawton, Okla. (7)	12/4/52 April	..... Taylor

Extras for Advertisers

✓CAR CARDS
✓24-SHEET POSTERS
✓WINDOW DISPLAYS
✓DIRECT MAIL

this hard-hitting sales support, blanketing the entire area, is in addition to complete radio-coverage of Philadelphia—America's third largest market... a six billion dollar market for your product!

WIBG
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
RADIO REPRESENTATIVES, INC.

Location & Channel	Date Granted & Target for Start	Network Representatives
WIMA-TV Lima, Ohio (35)	12/4/52	.....
	Unknown	.....
WLOK-TV Lima, Ohio (73)	11/20/52	.....
	3/15/53	H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52	.....
	4/1/53	Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52	.....
	2/1/53	Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52	.....
	4/15/53	Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52	.....
	Unknown	.....
KPIK (TV) Los Angeles (22)	12/10/52	.....
	9/1/53	.....
KUSC-TV Los Angeles (*28)	8/28/52	.....
	Unknown	.....
WKLO-TV Louisville, Ky. (21)	11/26/53	.....
	Spring 1953	.....
KCBD-TV Lubbock, Tex. (11)	10/9/52	.....
	Spring 1953	Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52	CBS, DuM
	‡11/13/52	Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52	.....
	2/15/53	Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52	.....
	Unknown	.....
WKOW-TV Madison, Wis. (27)	1/8/53	.....
	July	Headley-Reed
KSAC-TV Manhattan, Kan. (*8)	7/24/53	.....
	Unknown	.....
WMAC (TV) Massillon, Ohio (23)	9/4/52	.....
	4/1/53	.....
WCOC-TV Meridian, Miss. (30)	12/23/52	CBS
	Unknown	.....
WALA-TV Mobile, Ala. (10)	11/26/52	ABC, NBC
	‡1/4/53	Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52	DuM, CBS
	‡12/30/52	Forjoe
KNOE-TV Monroe, La. (8)	12/4/52	.....
	4/1/53	H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52	.....
	4/1/53	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	.....
	March	Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52	.....
	3/8/53	.....
WTVM (TV) Muskegon, Mich. (35)	12/25/52	.....
	Unknown	.....
WNAM-TV Neenah, Wis. (42)	12/23/52	.....
	Late Summer	Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52	.....
	Unknown	Walker
WKNB-TV New Britain, Conn. (30)	7/11/52	.....
	1/31/53	Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	February	.....
WNLC-TV New London, Conn. (26)	12/31/52	.....
	Aug. 1	Meeker
WGTV (TV) New York City (*25)	8/14/52	.....
	Unknown	.....
WOSH-TV Oshkosh, Wis. (48)	11/26/52	.....
	4/15/53	.....
WPFA (TV) Pensacola, Fla. (15)	11/13/52	.....
	June	Young
WEEK-TV Peoria, Ill. (43)	8/28/52	NBC
	January	Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	Unknown	.....
WIP-TV Philadelphia, Pa. (29)	11/26/52	.....
	Unknown	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52	.....
	Unknown	Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52	.....
	July-August	.....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53	.....
	Unknown	.....
KPTV (TV) Portland, Ore. (27)	7/11/52	NBC
	‡9/19/52	NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52	.....
	Dec. 1953	.....
KCSJ-TV Pueblo, Col. (5)	10/30/52	.....
	3/1/53	Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52	.....
	2/1/53	.....
WETV (TV) Raleigh, N. C. (28)	10/16/52	.....
	3/1/53	Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52	.....
	March	.....
WEEU-TV Reading, Pa. (33)	9/4/52	.....
	5/15/53	Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52	CBS
	2/1/53	H-R Reps
WROV-TV Roanoke, Va. (27)	9/18/52	ABC
	January	Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52	NBC, CBS
	‡12/11/52	Avery-Knodel
WROH (TV) Rochester, N. Y. (*21)	7/24/52	.....
	Unknown	.....
WTVO (TV) Rockford, Ill. (39)	9/11/52	.....
	Unknown	.....
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	March	Gill-Keefe & Perna
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	.....
	April	Headley-Reed
WSUN-TV St. Petersburg, Fla. (38)	10/9/52	.....
	5/1/53	Weed
KGKL-TV San Angelo, Tex. (3)	12/18/52	.....
	Unknown	.....
KTXL-TV San Angelo, Tex. (8)	11/26/52	.....
	Unknown	.....
KITO-TV San Bernardino, Calif. (18)	11/6/52	.....
	Fall 1953	Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52	.....
	1954	Inter-American
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52	ABC, DuM
	May	CBS, NBC
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	April	Blair-TV Inc.
WTVU (TV) Scranton, Pa. (73)	8/14/52	.....
	Feb.-March	Cooke
KWTV (TV) Sioux City, Iowa (36)	10/30/52	.....
	Unknown	.....
KVTV (TV) Sioux City (9)	11/20/52	CBS
	4/1/53	Katz
KELO-TV Sioux Falls, S. D. (11)	11/20/52	.....
	3/1/53	Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52	.....
	‡12/22/52	Raymer
KHQ-TV Spokane, Wash. (5)	7/11/52	NBC, ABC
	‡12/22/52	Katz
KXLY-TV Spokane, Wash. (4)	7/11/52	CBS, DuM
	1/20/53	Walker, Pac. NW Bcstrs.
WWLP (TV) Springfield, Mass. (61)	7/11/52	.....
	February	Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52	.....
	April	.....
Springfield TV Inc, Springfield, Mo. (3)	1/8/53	.....
	July	.....
KSTN-TV Stockton, Calif. (36)	1/8/53	.....
	Unknown	.....
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52	.....
	Unknown	.....
KMO-TV Tacoma, Wash. (13)	12/10/52	.....
	5/1/53	Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52	.....
	.....	Weed
KCNA-TV Tucson, Ariz. (9)	12/18/52	.....
	Unknown	.....
KOPO-TV Tucson, Ariz. (13)	11/13/52	.....
	2/1/53	.....
KVOA-TV Tucson, Ariz. (4)	11/13/52	NBC
	2/1/53	Raymer
KANG-TV Waco, Tex. (34)	11/13/52	.....
	6/1/53	.....
WHHH-TV Warren, Ohio (67)	11/6/52	.....
	Unknown	.....
WATR-TV Waterbury, Conn. (53)	10/30/52	.....
	3/1/53	Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52	.....
	Unknown	.....
WIRK-TV West Palm Beach, Fla. (21)	12/18/52	.....
	Unknown	.....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52	.....
	3/18/53	.....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52	.....
	April	.....
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52	NBC
	‡1/1/53	Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	2/1/53	Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52	.....
	Unknown	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	March	.....
KIT-TV Yakima, Wash. (23)	12/4/52	.....
	August	.....
WNOW-TV York, Pa. (49)	7/11/52	DuM
	April	.....
WSBA-TV York, Pa. (43)	7/11/52	ABC
	‡12/22/52	Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52	NBC
	Early 1953	Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52	CBS, DuM
	January	ABC
		Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52	.....
	Unknown	.....
WHIZ-TV Zanesville, Ohio (50)	12/10/52	.....
	4/1/53	.....

WOAI-TV
NOW 100 KW

TV Sets Increase 38%

11 of top 15 on WOAI-TV

Construction permit for 100 kw transmission has been granted to WOAI-TV—Construction is already under way—MORE POWER—MORE VIEWERS.

Sets in WOAI-TV area increased from 86,823 on July 15, 1952 to 119,531 on January 1, 1953. MORE SETS—MORE VIEWERS.

Videodex in December shows WOAI-TV with 11 of top 15 programs. Another nationally recognized survey in December gave WOAI-TV 12 of Top 15. BETTER PROGRAMMING. MORE VIEWERS.

MORE POWER—MORE SETS
BETTER PROGRAMMING
MORE SALES

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK — CHICAGO — LOS ANGELES — ST. LOUIS
DALLAS — SAN FRANCISCO — DETROIT

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced local salesman wanted by 5,000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 399S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Michigan's #1 market. Salary plus commission. Car essential. Box 510S, BROADCASTING • TELECASTING.

Salesman—Our local salesmen earn $6500.00 to $9000.00 annually, salary and commission. We need another top flight man. Must have proven record. Leading station, medium sized Southwestern market. Good climate and housing conditions. Permanent job for constructive hard-working producer. Radio with TV prospects. Write fully and enclose photograph. Box 526S, BROADCASTING • TELECASTING.

Top quality salesman wanted. 5,000 watt daytimer going on air February. Major Virginia market. Box 511S, BROADCASTING • TELECASTING.

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, BROADCASTING • TELECASTING.

Salesman-news announcer . . . Opening for enterprising salesman who can double-in-brass on local news. Small midwest market, excellent future for real worker. Position available immediately. Box 561S, BROADCASTING • TELECASTING.

New York transcription firm desires stations relations representative with radio and/or television business background. Must own car, free to travel. Will interview in New York. Submit complete personal and business resume. Box 581S, BROADCASTING • TELECASTING.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large Central-South market. TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

Announcer on his way up, for progressive Southeastern Michigan station with plans as big as your ambitions. Good ad lib, emphasis on news and sports. Send audition and details to Box 522S, BROADCASTING • TELECASTING.

First rate announcer or disc jockey wanted. 5,000 watt daytimer. Major Virginia market. Box 512S, BROADCASTING • TELECASTING.

Announcer-engineer—$80.00 per week for 40 hours. Send audition to Box 546S, BROADCASTING • TELECASTING.

Sportscaster-special events man for kilowatt network affiliate Pacific Northwest. Send audition, salary required, details Box 550S, BROADCASTING • TELECASTING.

Immediate opening for announcer-engineer. Position starts at $80.00 a week for forty hours. 250 Mutual outlet in Florida. Send all in first letter. Box 567S, BROADCASTING • TELECASTING.

Announcers: Wanted experienced staff announcer. Southeastern network affiliate, six to midnight shift, forty hours, good pay. Box 577S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer—Excellent opportunity for ambitious young single man. Send tape or disc to KNEM, Nevada, Mo.

Announcer-engineer with first phone. Emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Combination announcer-first class engineer. Permanent position. KSOK, Arkansas City, Kansas.

Adding combo-man, heavy on announcing. $1.60 per hour, plus overtime, 6 day 47 hour week. Permanent. Excellent opportunity, advances for qualified man. Tape, background to Mike Barrett, Owner & Manager, KTFY, Brownfield, Texas.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

Wanted: Qualified announcer at Radio Station WFRP, Savannah, Georgia. Applications should be addressed to Dick Hull.

Announcer with console board experience for newspaper affiliated regional net station. WKTY, La Cross, Wisconsin.

Wanted: Good announcer with TV future. Permanent. WMSL, Decatur, Alabama.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Sportsman for college football and regional baseball. Personal interview only. Palmetto Network, Anderson, S. C.

Technical

Operator-announcer. Must have experience. Write full details, including salary expectations. 250-watter, up-state New York. Box 282S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, Midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

Recent graduate with first wanted by thousand watt station near New York and Philadelphia. Car necessary. Box 527S, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer. Must be good announcer. $70.00 for 40 hour week. Box 562S, BROADCASTING • TELECASTING.

First class radio engineer wanted. $75.00 weekly. 1,000 watt station near Atlanta, Georgia. BOX 566S, BROADCASTING • TELECASTING.

Engineer-announcer for an aggressive station. $74.00 for 40 hour week to begin. Radio Station KCHA, Charles City, Iowa.

Colorado-engineer with first class license. KCOL, Fort Collins, Colorado.

First class engineer-announcer emphasis on announcing. Afternoon daytime shift. Farm station. Send full information including audition and picture. Immediate opening. KMMO, Marshall, Mo.

Combination man or first class operator with limited experience wanted immediately. Beri Morre, WAMI, Opp, Alabama.

First class engineer studio transmitter. Work 40 hour week, $57.50. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

Beautiful Virginia . . . First class engineer-announcer wanted immediately. Mutual affiliate. 250 watt station. Small friendly community. Top pay to right man. Give experience and pay expected. Phone or write WCVA, Culpeper, Virginia.

1st class radio-phone operator, experience unnecessary, state salary requirements, WGCD, Chester, S. C.

First class engineer. $50.00 week. WKUL, Cullman, Alabama.

Help Wanted (Cont'd)

Wanted-engineer: Engineer-first phone transmitter operator with TV future. Experience not necessary. WMSL, Decatur, Alabama.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Wanted: Combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi, The Home of Mississippi State College.

Immediate opening, first phone engineer, inexperienced applicants considered. 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Wanted: Commercial director who can make stock investment in station. If you haven't had several successful years in selling; if you are a drinker or looking for a "soft" salary job, please do not apply. The potentials are here. You will be required to work as hard as the boss. Prefer mature family man. State all. Southeastern state. Box 551S, BROADCASTING • TELECASTING.

Experienced radio continuity director for Midwest NBC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 553S, BROADCASTING • TELECASTING.

News editor to handle reporting plus some air work. Also TV news pictures. KGFH, Pueblo, Colorado.

Commercial copywriter capable of creating good selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo, audition. Permanent position with 26 year old station. KSEI, Pocatello, Idaho.

Program director-announcer. Immediate opening in well-established North Florida network station. Good salary. Good working conditions, opportunity to advance. Send letter and tape to WBSR, Pensacola, Florida.

News man with good announcing voice to gather, write and edit local news. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorder. Ability more important than experience. Write Manager, WCOJ, Coatesville, Pa.

News chief to run regular news beat. Must understand local news and be able to write same. Air work possible if desired. Send complete information rush to Marshall Rosene, WNXT, Portsmouth, Ohio.

Program director-announcer. 5,000 watt NBC affiliate has opening for highly qualified program man who is top-flight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high-class station. Only a man with good education and experience will be considered. Send complete details including past and expected earnings, photo, audition, etc. WSAV, Savannah, Ga.

TELEVISION

Production-Programming, Others

Television home economist to specialize in cooking wanted by leading Southern station for permanent position and daily on-camera show. Good salary. State experience and qualifications and include references and picture. Box 464S, BROADCASTING • TELECASTING.

Television account service, wanted young man knowledge TV production and heavy experience advertising promotion. Headquarters N. Y. Travel approximately 50% of time. Salaried. Box 543S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

The $8400.00 question. That's what I'm earning right now. The hard way too. Presently general manager of an indie in one of the country's fifteen major markets. This station has been profitable since I put it on the air a year and a half ago. I don't have to be guaranteed the $8400.00 (yearly that is) but the potential must be there so that I can do that and better. Will also consider buying into a property. Write me now for a happier and more prosperous new year. Box 477S, BROADCASTING • TELECASTING.

(Continued on next page)

XUM

Situations Wanted (Cont'd)

Manager—with 20 years of constructive radio background. Not a has been, but a man who can get the job done, in sales, programming and administration. If you'll check my background today I'll be working for you tomorrow. Box 478S, BROADCASTING • TELECASTING.

Manager . . . program director . . . sports. Small station. Fifteen years success story sales, programming, announcing. Idea man. TV experience. Employer recommendation. Available February first. Box 519S, BROADCASTING • TELECASTING.

Traffic manager. AM-TV. Intelligent, calm, collected. Thoroughly experienced in local, national, regional sales and programming. Familiar three leading networks. Now employed. Box 528S, BROADCASTING • TELECASTING.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, BROADCASTING • TELECASTING.

Baseball play-by-play man looking for big metropolitan area. Can also deliver good sports and all-round announcing job. Box 548S, BROADCASTING • TELECASTING.

3 in 1. Station-program and commercial manager. Experience covers all phases of radio 250 to 5,000. Capable, progressive live wire with excellent radio background. Family man with fine personality and excellent references. An asset to your station and town. Box 558S, BROADCASTING • TELECASTING.

Mr. Station Owner!! Husband and wife management team will bring you high profits and community acceptance. Man has eleven years broadcast experience all phases including engineering. Wife has five years in sales, promotion, traffic, copywriting. Southerners. Box 559S, BROADCASTING • TELECASTING.

TV film manager. Thoroughly experienced in programming, procurement and operations. Now with top company. Box 574S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham 9, Alabama.

Salesmen

Salesman—Experienced, aggressive, steady, reliable, strong on promotion; seeks connection in warm climate. Box 487S, BROADCASTING • TELECASTING.

Sales manager — program director-announcer, good news man, 12 years experience. Wants good station with opportunity. South or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.

Broad background radio experience, education. Desire enter sales. Also strong announcing, writing, news, programming. Potential manager. Prefer West, available one months notice. Presently non-radio administrative. Family, permanent, worth investigating. Box 542S, BROADCASTING • TELECASTING.

Announcers

Baseball announcer. Fully experienced in radio. Also college football, basketball. Auditions available. Highest recommendations. Available between now and March 1. Box 481S, BROADCASTING • TELECASTING.

Newscaster, reporter. SDX - NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Versatile announcer. Some experience. Work control board. Young, down to earth, industrious type. Specialties: news, DJ. Box 508S, BROADCASTING • TELECASTING.

Announcer, some experience. Versatile. Work control board. Strong on DJ. News. Young, dependable, industrious. Box 509S, BROADCASTING • TELECASTING.

Tired of deejay without imagination who sound like mechanical jukeboxes? Then I'm your man. Desire location with metropolitan station, preferably late evening or afternoon shows. Extremely salable ad lib commercials, smooth, distinct voice. Excellent appearance, early thirties, eight years experience. Box 523S, BROADCASTING • TELECASTING.

Announcer - deejay reliable, competent desires position. Also experienced news, sports programs—general staff. Draft exempt. Tape. Box 533S, BROADCASTING • TELECASTING.

Announcer, staff. Wheelchair veteran, 27, married. 2½ years experience. Can operate board. Don't want sympathy, just want opportunity. Versatile, strong on DJ and interviews. Box 535S, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Staff announcer and board operator. Strong on DJ, news and sports. Single, 21, draft exempt. Will travel. Disc etc. available. Box 536S, BROADCASTING • TELECASTING.

Sportscaster who has handled all phases sports and announcing duties. Would like full or road baseball schedule above class B. Work either live or reconstruction. Box 538S, BROADCASTING • TELECASTING.

Experienced Western—hillbilly DJ, have ticket, musical talent, ability, ambition, also experienced in news, copywriting, board work, remotes. Do entire musical show myself or augment with records. Available immediately. Box 514S, BROADCASTING • TELECASTING.

Announcer, continuity, sales. 5 years. Want TV or progressive AM. Pop or hillbilly DJ, morning, noon or night. Tape, photo and all. Anywhere, single, employed. Box 539S, BROADCASTING • TELECASTING.

Personalized local news reporting. Distinctive newscasting. Employed. Major market only. Box 541S, BROADCASTING • TELECASTING.

Want better position, now employed. 5 years experience, announcing, programming, selling; dignified-dramatic newscaster; prefer Missouri or nearby states. Box 547S, BROADCASTING • TELECASTING.

Salesman-announcer, interested in moving to station with TV future. Details by return mail. Box 549S, BROADCASTING • TELECASTING.

Two presently employed announcers desire change. College graduates, veterans. Fully experienced in programming, newscasting, DJ work, continuity, special events. West Coast only. $85 minimum. Tape or disc. Box 555S, BROADCASTING • TELECASTING.

Mediocre sportscaster, lukewarm on news, can sell if forced to; looking for job before being fired. If not particular about kind of employees in your station, write fast, before sheriff attaches car. Box 560S, BROADCASTING • TELECASTING.

Journeyman-announcer: reliable, versatile, competent, desires permanent affiliation established market. Box 563S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ, 26, twelve years experience. Network. Single, will travel. Not expensive. Let's talk. Box 564S, BROADCASTING • TELECASTING.

Staff announcer, 8 months experience. News, sports, deejay. Operate board. Vicinity New York City. Disc available. Box 568S, BROADCASTING • TELECASTING.

Sportscaster-versatile, truly professional radio-TV reporter. Outstanding qualifications. Available in March. Box 569S, BROADCASTING • TELECASTING.

Experienced sportscaster-announcer will invest while working station. Young, family. Box 571S, BROADCASTING • TELECASTING.

Announcer, control board operator, news, DJ, all-round station operation. Experience light. Graduate of radio school. Single, draft exempt. Capable, reliable, willing to travel. Small community preferred. Resume, audition tape available. Box 573S, BROADCASTING • TELECASTING.

Disc jockey and newsman—top voice, worker, five years radio. Desire progressive-aggressive station. $80.00 plus talent. All replies answered. Box 580S, BROADCASTING • TELECASTING.

Announcer: Six years experience all phases net and indie. WJOL, Joliet, Illinois.

Announcer, 26, news, sports, disc jockey-control board operator. Some experience. Versatile, capable, and reliable. Married, draft exempt, free to travel. Wants to settle small community. Resume, photo, disc on request. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York, Floral Park 2-6288.

Have your Phil of profits. Personality DJ, natural adlibber, witty-play on words, imaginative, two way conversations, gimmicks. Emcee exp. Some TV exp. convincing on commercials. Night show preferred. Eight years background in major markets. Aggressive top night man with proven sales record. Will handle full shift. Board. Available immediately. Seeking permanent position at progressive station. Married, car. Tape and picture upon request. Contact Phil Holman, 115 O'Farrell Street, San Francisco, California.

Young man, 21, strong desire for announcing career, natural ability, desires to learn. Available middle February. Graduate University of Illinois, married, Chicago area. Robert Jacobs, 907 W. Main, Urbana, Illinois.

Situations Wanted (Cont'd)

Young woman radio TV assets, single, capable, unusually versatile, desires station connections. Experienced, announcing, DJ, continuity, script writing. Music. Familiar control board operation. Available. Free to travel. Resume, tape, references on request. Lois Vanduyne, 635 East 21 Street, Brooklyn 26, New York.

Technical

Chief Engineer or engineer: Experienced with directionals, also high frequency high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer. No experience. Some TV broadcasting. Box 506S, BROADCASTING • TELECASTING.

Engineer first phone desires permanent straight engineering. Two years experience AM, FM station. Three years radio schooling, veteran, married, don't drink, has car. Box 516S, BROADCASTING • TELECASTING.

Experienced combo man, first class license, married, draft exempt. Presently employed central California. Available on two weeks notice for $? Tape & photo. Box 530S, BROADCASTING • TELECASTING.

Responsible position for all-round man, radio, TV, film, audio, experience, 1st phone, college, single, 39, versatile SRT, RCA, graduate, Virginia or N. E. Box 525S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10 months AM experience. 1st phone. Prefers N. Y. C. Box 572S, BROADCASTING • TELECASTING.

Transmitter engineer. Single, four years experience 10 kw AM-FM, studio and recording. Consider foreign employment. Bill Donelson, Nicklesville, Virginia.

Combination-eleven years experience. Programming, engineering, production, sales, copy, etc. 2 years chief engineer, 2 years program director, 2 years operational manager. South. Jim Miller, 1408 Mayfair, Greensboro, N. C. 5-2189.

Engineer, considerable broadcasting experience. Construction, maintenance. TV training. Capable of chief. P. O. Box 71, Passaic, New Jersey.

Production-Programming, Others

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

Outstanding newscaster desires position with metropolitan station that's tired of presenting ordinary newscasts. Excellent voice, clear, smooth, colorful delivery. Eight years experience. Pleasing appearance, married, 32. Box 524S, BROADCASTING • TELECASTING.

Energetic gal desires programming, production, public relations, woman's program or combination position. Experience: programming, production, writing, traffic, sales, air work, engineering. I know I can do the job. Who'll give me the chance to prove it? Box 529S, BROADCASTING • TELECASTING.

Music-sports-news-staff. Two well trained announcers with TV know-how can give your programming new life. Married, veterans, work well together. Radio, TV or both. Photos, tape on request. Box 534S, BROADCASTING • TELECASTING.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, BROADCASTING • TELECASTING.

Program director—8 years all-round metropolitan experience. Sincere, competent. Family man now employed desiring small-medium market. Box 570S, BROADCASTING • TELECASTING.

Newscaster: Most sponsored newsman in two city metropolitan market, seeks senior editorship. Now morning newscaster at 5 kw regional network affiliate. Available mid-February 31, prefer East or Midwest, $80.00. Box 575S, BROADCASTING • TELECASTING.

TELEVISION

Technical

Engineer, 12 years AM, southeast, some university TV training, desires future TV commitment. Box 556S, BROADCASTING • TELECASTING.

TV workshop graduate desires position as studio technician or in film department. Photo and resume of experience and qualifications on request. Box 579S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

...t TV cameraman and folk DJ jobs about ...ch 1st. SRT trained. Dunlap Sims, 21 Prince ... New York 12, N. Y.

Production-Programming, etc.

...vision executive. Five years uninterrupted ...rience production, writing, direction with ...r TV outlet. First-hand knowledge all tele... programming and production. Special ...basis news, public service, special events. ...ularly interested program director com... or educational station agency television ... Highest references. Box 482S, BROADCASTING • TELECASTING.

...duction: Network stage managing experience. ...onths TV school. College degree journalism. ...spaper experience. Versatile. Start anywhere in production. Available January 20. Box ... BROADCASTING • TELECASTING.

...e-up artist . . . desires steady job with going ...vision station. Will go anywhere. Box 518S, ...ADCASTING • TELECASTING.

TV production. Two years TV school with practical experience, radio experience. One year college. 30, married, veteran. Box 537S, BROADCASTING • TELECASTING.

6 years radio-TV station-agency experience. Top references. Desire production-direction position with new TV outlet. Qualified to set up production department. Available immediately. Box 544S, BROADCASTING • TELECASTING.

Radio girl wants to pioneer in television. Extensive radio experience every phase, now looking for new frontiers. Will write continuity and publicity, or assist in production. Box 557S, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain. Indie. Nets $22,000.00. 250 w. Must be sold. No competition. Box 507S, BROADCASTING • TELECASTING.

Southwest 1000 watt network single station market, including combination building, annual net $33,000 priced $105,000. Box 515S, BROADCASTING • TELECASTING.

Fulltime local in good Western farming town. Terms. Box 545S, BROADCASTING • TELECASTING.

Equipment, etc.

For sale—Gen. Radio ⇄1932A distortion meter Hewlett Packard oscillator. Gen. Radio ⇄546C microvolter. Box 521S, BROADCASTING • TELECASTING.

For Sale: All new Collins 20 V transmitter. Extra set tubes. In original crate, not been used WMSL, Decatur, Alabama.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250' 1⅝" coax. Two bay RCA. Batwing FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

"Life of the party!" Phonograph records, jokes, cartoons, books, pin-ups, etc. General Sales Co., 201 Eustis, Huntsville, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Ampex tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio Engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, BROADCASTING • TELECASTING.

Radio station any size West, Southwest, West Coast, Northwest. Give complete information, write, wire: Morgan, KLO, Ogden, Utah.

Equipment, etc.

Wanted to buy sound level meter and Octave band noise analyzer. Box 520S, BROADCASTING • TELECASTING.

Wanted to Buy—(Cont'd.)

Wanted 1000 or 5000 watt AM transmitter. Associated equipment including studio. Send details. Box 578S, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Advertising Career Opportunity

VanSant, Dugdale is increasing its staff. We will employ a *THOROUGHLY EXPERIENCED* man for a job involving client contact, all phases of television and radio advertising and meeting the public. Previous agency or television-radio experience essential. This is an unusual opportunity for a versatile man. VanSant, Dugdale is a 4-A agency of more than 70 people with a reputation for holding accounts and employees. Interested? Tell us enough to justify an interview. DO NOT phone or come in. WRITE, enclosing a snapshot if possible, to Robert E. Daiger, VanSant, Dugdale, 15 E. Fayette St., Baltimore 2, Maryland.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMAN

Tremendous opportunity E. T. salesman largest transcription network in country for all territories. Topflight 15 minute programs in production 3 years. Available one, five, or six programs weekly. Now on more than 300 stations nationally. Sponsored by nation's leading businesses large and small, new and national. Sales easy. Acceptance the best. Part time "traveler" already contacting radio station and sponsor's acceptable. With this show you can open any door you want. Territorial representation invited. Only man of top grade quality apply. Box 565S, BROADCASTING • TELECASTING.

Help Wanted—(Cont'd.)

SALESMEN

Experienced, for independent news-music. Producers will make money.

W G A T

J. Eric Williams
Utica, New York

Announcers

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Situations Wanted

Production-Programming, Others

Our newsman with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station or in other phases of radio news operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 490S, BROADCASTING • TELECASTING.

PROMOTION WANTED

Asst. mgr. & prm. dir. 250 w indie in 75,000 market wants promotion to: mgr. similar station; same job in larger operation; or announcing and production in large station. Four years present position; seven years radio. Top announcer, production, management. Family man, sincere, sober, hard working. Best references. Box 554S, BROADCASTING • TELECASTING.

TELEVISION

Production-Programming, Others

Able experienced sports director, currently employed TV, wants to work for sports-minded TV station, new or established. Family man, 7 years radio, 3 years local live TV. Excellent live commercials, hundreds of hours on camera. If you want a good sports man, I'd like to talk with you. Box 517S, BROADCASTING • TELECASTING.

TV NEWS DIRECTOR

Radio news director, old pro with exceptional record of achievement, looking for TV opportunity. If you want youth and glamour, this is the wrong box number. If you want the experience and know how necessary for a really successful news operation, plus friendly, authoritative voice and dignified appearance, let me hear from you. Seeking permanency. Prefer to affiliate with new station. Best references. Box 540S, BROADCASTING • TELECASTING.

(Continued on next page)

Midwest Independent

$110,000.00

Well established successful Midwest Independent in substantial market. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

XUM

Situations Wanted—(Cont'd.)

. . . a man who can get your television station on the air from Form 301 through commercial operations.

UNIQUE TV ENGINEERING ADMINISTRATOR

Now engaged as TV engineering consultant. Experience includes director of television commercial production AAAA advertising agency, VP & Executive Producer TV production organization, author of successful reference books on television engineering and commercial TV operation.

Box 576S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of Communication Products Company's type 576 and 575, 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower during the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.

540 feet 3 1/8" Type 101-506 (27-20 ft. lengths)
40 feet 1 5/8" Type 114-505 (2-20 ft. lengths)
2-45 3 1/8" Type 73-506 Elbows
3-90 3 1/8" Type 72-506 Elbows
1-3 1/8" to 1 5/8" Type 85-576 Reducer Assembly
2-45 1 5/8" Type 42-505 Elbows

WKBN BROADCASTING CORP.

3930 Sunset Blvd. Youngstown, Ohio

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432. Tel: 4-2115, Gastonia, N. C.
316 Briland St. Tel: King 8-8230, Alexandria, Va.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ACTIONS OF THE FCC

January 9 through January 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit
DA—directional antenna
ERP—effective radiated power
STL—studio-transmitter link
synch. amp.—synchronous amplifier
vhf—very high frequency
uhf—ultra high frequency
SSA—special service authorization
ant.—antenna
aur.—aural
vis.—visual
kw—kilowatts
w—watts
mc—megacycles
D—day
N—night
LS—local sunset
mod.—modification
trans.—transmitter
unl.—unlimited hours
kc—kilocycles
STA—special temporary authorization

(FCC file numbers and hearing docket numbers are given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

* Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through January 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,375	2,358	163	251	164
FM	626	583	57	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	49	126	175
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	120	7	127

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	671	328	563	435	999[1]
Educational	19		5	14	19
Total	690	328	568	449	1,118[2]

[1] One applicant did not specify channel.
[2] Includes 186 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 159.
Processing on city priority Gr. B line has extended to city No. 183.

New TV Stations . . .

Actions by FCC

Stockton, Calif. (Correction)—San Joaquin Telecasters (KSTN). On Jan. 8 FCC granted CP for uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 78 kw aural; antenna height above average terrain 310 ft., above ground 326 ft. Estimated construction cost $228,050, first year operating cost $200,000, revenue $250,000. Post Office address: KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location at Sutter and Market Sts., immediately south of Clark Hotel. Geographic coordinates 37° 57' 08" N. Lat., 121° 17' 02" W. Long. Transmitter and antenna G. E. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include Chairman of the Board **Leo E. Owens,** president of Browen Industries Inc., president, publisher and 30% owner of *Richmond* (Calif.) *Independent*, 6⅔% owner of Northwest Publications, which owns 50% of WCCO-AM-TV Minneapolis; President **Warren Brown Jr.,** vice president of Browen Industries Inc. and vice president and associate publisher of *Richmond Independent;* Vice President, Treasurer and General Manager **Knox La Rue** (20%), president and 49.17% owner of KSTN Stockton, 33.33% owner of KONG Visalia, Calif., 37.5% owner of KMOR Oroville, Calif., and former vice president and manager of the San Francisco office of George P. Hollingbery Co. (radio station representative), and **L. E. Chenault** (5%), general manager and 15% owner of KYNO Fresno, secretary-treasurer and 12.5% owner of KSTN and 50% owner of Don's Drive-In (Fresno drive-in restaurant). **Browen Industries Inc.** owns 75% of applicant; this firm is 97% owner of *Fontana* (Calif.) *Herald News*, the sole owner of *La Mesa* (Calif.) *Scout*, the sole owner of Contra Costa Photo & Photo Engraving Service and sole owner of real estate and building at 164 10th St., Richmond, Calif. Principals in Browen Industries Inc. include Warren Brown Jr. (20%), Leo E. Owens (16%), Lee Owens Jr. (16%), Ellen Owens Vincent (16%), Owen M. Owens (16%) and Peter Owens (in trust) (16%). **[Note:** Information in this item is correction of that incorrectly reported in TV GRANTS, B•T, Jan. 12. Also see TV APPLICATIONS, B•T, Dec. 15, 1952.] City priority status: Gr. A-2, No. 153.

List of mutually exclusive TV applications passed over by FCC in processing of uncontested applications may be found on page 121.

Applications

Santa Monica, Calif.—KOWL Inc. (KOWL), uhf Ch. 52 (698-704 mc); ERP 107 kw visual, 57.8 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. Post office address Pico Blvd. at the Ocean, Santa Monica, Calif., or 16833 Sunset Blvd., Pacific Palisades, Calif. Studio location in Corona, Calif., site to be determined. Transmitter location atop Mt. Wilson, north of county road, south of U. S. Weather Bureau station, about 30 mi. NE of center of Santa Monica, in same general area with transmitters, antennas and supporting towers of KECA-TV KHJ-TV KLAC-TV KNBH (TV) KNXT (TV) KTLA (TV) and KTTV (TV) Los Angeles. Geographic coordinates 34° 13' 34.4" N. Lat., 118° 03' 57.6" W. Long. Transmitter and antenna RCA. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Sole stockholder in applicant is President **Arthur H. Croghan** (100%), licensee of KOWL. Vice president is **Terrance Dale Croghan** and secretary is **Mary V. Croghan,** neither of whom has any other business interest. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

Miami Beach, Fla.—David Haber (WFEC Miami), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 414 ft., above ground 438 ft. Estimated construction cost $506,273, first year operating cost $310,000, revenue $420,000. Post office address 350 N. E. 71st St., Miami, Fla. Studio location to be determined. Transmitter location 350 N. E. 71st St., at site of WFEC (AM). Geographic coordinates 25° 50' 22" N. Lat., 80° 11' 23' W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner of applicant is **David Haber,** licensee of WFEC Miami since June 1, 1952. City priority status (for Miami, Fla.): Gr. B-4, No. 193.

Miami, Fla.—Television Corporation of Greater Miami, uhf Ch. 33 (584-590 mc); ERP 20.78 kw visual, 10.39 kw aural; antenna height above average terrain 407 ft., above ground 424 ft. Estimated construction cost $218,472, first year operating cost $235,000, revenue $220,000. Post office address 37 N.E. First Ave., Miami, Fla. Studio and transmitter location 500 Biscayne Blvd., Miami. Geographic coordinates 25° 46' 44" N. Lat., 80° 11' 22" W. Long. Transmitter and antenna RCA. Legal counsel Pepper, Orr & Faircloth, Miami (Claude Pepper). Consulting engineer Kear & Kennedy, Washington. Principals include **Sherwood R. Gordon** (70%), Shadow Lawn Homes Inc. (builders and developers), New York City, and Dorna Cleaners & Launderers, West Hempstead, L. I., N. Y.; **Edna W. Gordon** (20%), same interests as her husband, **Sherwood R. Gordon,** and **Louis A. Wildman** (10%), Wilbar Photo Engraving Co. and Higwill Matrix Co., both New York City. City priority status: Gr. B-4, No. 193.

Boston, Mass.—J. D. Wrather Jr., uhf Ch. 44 (650-656 mc); ERP 280.6 kw visual, 146.0 kw aural; antenna height above average terrain 577 ft., above ground 539 ft. Estimated construction cost $466,385, first year operating cost $610,000, revenue $650,000. Post office address 172 Delfern Drive, Beverly Hills, Calif. Studio location to be determined. Transmitter location 1.92 miles SW of Dover, Mass. Geographic coordinates 42° 13' 31" N. Lat., 71° 18' 30" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P.

A... Engineering Co., Washington. Sole owner of applicant is **J. D. Wrather Jr.**, 25% voting interest in KOTV (TV) Tulsa, Okla., 50% interest in application for new vhf Ch. 11 TV station in Little Rock, Ark., and 25% interest in application for new vhf Ch. 10 TV station in Corpus Christi, Tex.; president and 50% owner of Jack Wrather Productions Inc. (motion picture production), Los Angeles, president and 51% owner of Freedom Productions Inc., Los Angeles, president and 60% owner of Wrather TV Productions Inc., Los Angeles, and owner of oil production interests in Texas. City priority status: Gr. B-5, No. 208.

Medford (Boston), Mass.—Massachusetts Telecasting Corp. (WHIL), uhf Ch. 44 (650-656 mc); ERP 185.79 kw visual, 100.23 kw aural; antenna height above average terrain 273 ft., above ground 359 ft. Estimated construction cost $169, first year operating cost $172,400, revenue $180,000. Post office address 99 Revere Beach Parkway, Medford 55, Mass. Studio and transmitter location 99 Revere Beach Parkway, in industrial section of Medford, about 800 ft. east of B & M Western Div. Railroad and 190 ft. south of Revere Beach Parkway. Geographic coordinates 42° 24' 12" N. Lat., 71° 04' 28" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Donald Howe Jr., Worcester, Mass. Principals include President and Treasurer **Sherwood J. Tarlow** (50%), sole owner of WHIL, Medford, and Clerk **Hilda R. Tarlow** (50%), wife of Mr. Tarlow. City priority status (for Boston, Mass.): Gr. B-5, No. 208.

St. Louis, Mo.—Belleville Bestg. Co. (WIBV Belleville, Ill.) *(resubmitted)*, uhf Ch. 42 (638-644 mc); ERP 3.62 kw visual, 1.97 kw aural; antenna height, above average terrain 202 ft., above ground 168 ft. Estimated construction cost $83,805, first year operating cost $168,000, revenue $180,000. Post office address 2100 West Main St., Belleville, Ill. Studio location St. Louis, Mo. (exact location not specified in application). Transmitter location 2100 West Main St., Belleville, Ill., at site of WIBV (AM). Geographic coordinates 38° 31' 10" N. Lat., 90° 00' 24" W. Long. Transmitter and antenna GE. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include President and Treasurer **John W. Lewis Jr.** (33.25%), Vice President **Marshall True** (33.25%), Vice President **Marvin M. Mollring** (33.25%) and Secretary **Clarence J. Keller** (0.25%). [For earlier application, see TV APPLICATIONS, B•T, Dec. 22, 1952.] City priority status: Gr. B-4, No. 179.

Las Vegas, Nev.—Western Television Co., vhf Ch. 13 (210-216 mc); ERP 31.6 kw visual, 17.2 kw aural; antenna height above average terrain 140 ft., above ground 337 ft. Estimated construction cost $314,200, first year operating cost $127,000, revenue $144,000. Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex., or c/o H. L. Cravens, 10308 Riverside Drive, North Hollywood, Calif., or 1901 Austin Ave., Brownwood, Tex. Studio and transmitter location north of Charleston Blvd., 7 miles west of Las Vegas. Geographic coordinates 35° 10' 08" N. Lat., 115° 16' 14" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **H. L. Cravens,** assistant to the president of Constitution Life Insurance Co., Los Angeles, sole owner of H. L. Cravens Insurance Agency, Brownwood, Tex., and applicant for new TV station on vhf Ch. 4 in Reno, Nev. City priority status: Gr. A-2, No. 209.

Reno, Nev.—Western Television Co., vhf Ch. 4 (66-72 mc); ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 214 ft., above ground 483 ft. Estimated construction cost $221,200, first year operating cost $136,300, revenue $156,000. Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex., or c/o H. L. Cravens, 10308 Riverside Drive, North Hollywood, Calif., or 1901 Austin Ave., Brownwood, Tex. Studio and transmitter location 2.3 mi. north of center of Reno. Geographic coordinates 39° 33' 50" N. Lat., 119° 48' 22" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **H. L. Cravens,** assistant to the president of Constitution Life Insurance Co., Los Angeles, sole owner of H. L. Cravens Insurance Agency, Brownwood, Tex., and applicant for new TV station on vhf Ch. 13 in Las Vegas, Nev. City priority status: Gr. A-2, No. 148.

Asheville, N. C.—Skyway Bestg. Co. (WLOS) *(amended)*, vhf Ch. 13 (210-216 mc); ERP 169.84 kw visual, 85 kw aural; antenna height above average terrain 2,849 ft., above ground 340 ft. Estimated construction cost $480,459, first year operating cost $156,746, revenue $250,000. Studio location to be determined. Transmitter location atop Mt. Pisgah, 7.5 mi. SE of Canton. Geographic coordinates 35° 25' 24" N. Lat., 82° 45' 25" W. Long. Transmitter and antenna Federal. [For earlier application see TV APPLICATIONS, B•T, June 30, 1952.] City priority status: Gr. A-2, No. 72.

Springfield (Eugene), Ore.—W. Gordon Allen, uhf Ch. 20 (506-512 mc); ERP 20.89 kw visual, 11.17 kw aural; antenna height above average terrain 300 ft., above ground 190 ft. Estimated construction cost $123,500, first year operating cost $72,000, revenue $108,000. Post office address 260 Hansen Ave., Salem, Ore. Studio and transmitter location atop Kelly Butte in Springfield, Ore., 200 ft. north of 100 ft. high water tank. Geographic coordinates 44° 03' 13" N. Lat., 123° 01' 48" W. Long. Transmitter Du Mont, antenna RCA. Consulting engineer John Truhan, Salem, Ore. Sole owner of applicant is **W. Gordon Allen,** 59.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., 50% owner of KSGA Redmond, Ore., applicant for new AM stations in Lewiston, Idaho, and Seattle, Wash., and part owner of Willametteland Television, applicant for vhf Ch. 3 in Salem, Ore. City priority status (for Eugene, Ore.): Gr. A-2, No. 124.

Sharon, Pa.—Leonard J. Shafitz, uhf Ch. 39 (620-626 mc); ERP 1.72 kw visual, 1.03 kw aural; antenna height above average terrain 355 ft., above ground 233 ft. Estimated construction cost $90,000, first year operating cost $90,000, revenue $115,000. Post office address 542 South Oakland Ave., Sharon, Pa. Studio location to be determined. Transmitter location on Homewood Drive, 350 ft. east of North Buhl Farm Drive, about 1½ miles NE of Sharon, Pa., in Hickory Township, Mercer County, Pa. Geographic coordinates 41° 14' 44" N. Lat., 80° 28' 14" W. Long. Transmitter and antenna GE. Consulting engineer Sanford A. Schafitz, Sharon, Pa. Sole owner of applicant is **Leonard A. Shafitz,** director of motion picture department of Reynolds Metals Co., Louisville, Ky., and owner of Cinema Products Co. (aluminum photographic dollies for amateur photographers), Louisville, Ky. (Mr. Shafitz' brother is Sanford A. Schafitz, consulting engineer and applicant for new AM station in Farrell, Pa. [BP-7942]. City priority status: Gr. A-2, No. 192.

Provo, Utah—Central Utah Bestg. Co. (KCSU), vhf Ch. 11 (198-204 mc); ERP 11.83 kw visual, 5.92 kw aural; antenna height above average terrain 728 ft., above ground 337 ft. Estimated construction cost $122,900, first year operating cost $50,000, revenue $55,000. Post office address P. O. Box 550, Provo, Utah. Studio and transmitter location 12 South University. Geographic coordinates 40° 12' 51.8" N. Lat., 111° 39' 19.5" W. Long. Transmitter and antenna RCA. Consulting engineer Stanley Benson, Salt Lake City, Utah. Principals include President and Secretary **Frank A. Van Wagenen** (59.02%) and Vice President and Treasurer **Harold E. Van Wagenen** (39.60%). City priority status: Gr. B-5, No. 204.

New AM Stations . . .

Applications

Millville, N. J.—Union Lake Bestrs. Inc., 1440 kc, 1 kw daytime, DA, two tower array, each tower 200 ft. high. Estimated construction cost $17,225, first year operating cost $38,000, revenue $52,000. Principals include President **John C. Price** (40%), sales engineer for Gates Radio Co., Washington, D. C.; Vice President **George Gautney** (10%), Washington (D. C.) consulting engineer; Secretary-Treasurer **John H. Norris** (40%), manager of WGCB Red Lion, Pa., and **Harry J. Daly** (10%), Washington (D. C.) attorney. Filed Jan. 13.

New FM Stations . . .

Applications

Spokane, Wash.—Louis Wasmer (KREM), 92.9 mc (Ch. 225), ERP 6 kw; antenna height above average terrain 718 ft., above ground 663 ft. Estimated construction cost $18,230, first year operating cost $10,000, no revenue expected. Applicant is licensee of KREM Spokane and applicant for new vhf TV station there. Accepted for filing Jan. 9.

Existing TV Stations . . .

Actions by FCC

WNBW (TV) Washington, D. C. — National Bestg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft. (BPCT-1445). Granted Jan. 13.

WAGA-TV Atlanta, Ga. — Storer Bestg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft. (BPCT-1436). Granted Jan. 13.

WSB-TV Atlanta, Ga.—Atlanta Newspapers Inc. Granted mod. CP to increase ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 930 ft. (BMPCT-573). Granted Jan. 13.

WHBF-TV Rock Island, Ill.—Rock Island Bestg. Co. Granted mod. CP to change ERP to 100 kw visual, 50 kw aural (BMPCT-746). Granted Jan. 13.

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WAAM (TV) Baltimore, Md. — WAAM Inc. Granted CP to change ERP to 26 kw visual, 13 kw aural, antenna height above average terrain 530 ft. (BPCT-1267). Granted Jan. 13.

WCBS-TV New York City—Columbia Bcstg. System. Granted mod. CP to change ERP to 42 kw visual, 21 kw aural, antenna height above average terrain 1,300 ft. (BMPCT-917). Granted Jan. 13.

WJZ-TV New York City—American Bcstg. Co. Granted mod. CP to change ERP to 110 kw visual, 55 kw aural, antenna height above average terrain 1,380 ft. (BMPCT-887). Granted Jan. 13.

WNBT (TV) New York City—National Bcstg. Co. Granted CP to change ERP to 30 kw visual, 15 kw aural, antenna height above average terrain 1,440 ft. (BPCT-1020). Granted Jan. 13.

WOR-TV New York City—General Teleradio Inc. Granted mod. CP to change ERP to 316 kw visual, 158 kw aural, antenna height above average terrain 970 ft. (BPCT-1308). Granted Jan. 13.

WPIX (TV) New York City—WPIX Inc. Granted mod. CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 1,410 ft. (BMPCT-838). Granted Jan. 13.

WTVN (TV) Columbus, Ohio—Picture Waves Inc. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft. (BPCT-928). Granted Jan. 13.

KING-TV Seattle, Wash. — King Bcstg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 820 ft. Granted Jan. 15.

WJTV (TV) Jackson, Miss.—Mississippi Publishers Corp. Granted special temporary authorization for commercial operation on uhf Ch. 25 from Jan. 10 to July 10, 1953. Granted Jan. 13.

WISE-TV Asheville, N. C.—Radio Station WISE Inc. Granted special temporary authorization for commercial operation on uhf Ch. 62 from Beaucatcher Mtn. from Jan. 10 to June 29, 1953, instead of from site specified in CP (although station does not expect to commence operation for several months). Granted Jan. 13.

KSTP-TV Minneapolis, Minn. — KSTP Inc. Granted authority to operate under terms specified in CP (100 kw visual, 60 kw aural, antenna height above average terrain 503 ft. Granted Jan. 15.

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg. Granted mod. CP to change ERP to 205 kw visual, 110 kw aural, antenna height above average terrain 460 ft. Granted Jan. 15.

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WKAB-TV Mobile, Ala.—Pursley Bcstg. Service. Granted mod. CP to change ERP to 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. Granted Jan. 13.

Existing AM Stations . . .

Applications

KFMB San Diego, Calif.—Kennedy Bcstg. Co. Change from 550 kc, 1 kw fulltime, DA-1, to 540 kc, 5 kw fulltime, DA-1, using existing two 320-ft. guyed towers. Transmitter location 1 mi. NE Grantville; studio location 1405 Fifth Ave., San Diego (no changes). Estimated cost of change $41,500, first year operating cost $205,000, revenue $220,000. Filed Jan. 8.

Existing FM Stations . . .

Actions by FCC

WTMV-FM East St. Louis, Ill.—On the Air Inc. Granted request to delete WTMV-FM as of Dec. 31, 1952 (BRH-542). Action Jan. 13.

WTWO (FM) Dayton, Ohio—Skyland Bcstg. Corp. Granted request to cancel license and delete FM station (BRH-426). Action Jan. 13.

WPAG-FM Ann Arbor, Mich.—Washtenaw Bcstg. Co. Granted request to cancel license and delete FM station (BRH-113). Action Jan. 13.

Ownership Changes . . .

Actions by FCC

KJR Seattle, Wash.—Mount Rainier Radio & Television Bcstg. Corp. Granted voluntary acquisition of control of licensee corporation by **Theodore R. Gamble** through purchase of 6,525 shares of stock (43.5%) for $10 per share, or for total consideration of $65,250, as follows: From Ralph E. Stolkin, 3,262½ shares (21.75%), for $32,625; from Edward G. Burke Jr., 1,631½ shares (10.875%), for $16,312.50, and from Sherrill C. Corwin, 1,631½ shares (10.875%), for $16,312.50. Before transfer Mr. Gamble had 43.5% interest; after transfer he has 87% interest (holding total of 13,050 shares of stock). Other stockholders, whose interest is not changed, include C. Howard Lane, 10% interest (1,500 shares), and J. Archie Morton, 3% interest (450 shares). Filed Dec. 19, 1952; granted Jan. 13.

Hearing Cases . . .

Actions by FCC

Tampa Times Co. and **Orange Television Bcstg. Co., Tampa, Fla.**—By memorandum opinion and order, Commission denied joint petition requesting dismissal of amendment which had been filed last October by Tampa Television Co. to change site, increase antenna height and change estimated construction cost in its application for vhf Ch. 13 in Tampa, which is mutually exclusive with Tampa Times Co. and Orange Television Bcstg. Co. applications (Dockets 10339, 10253 and 10255). Commission found amendment of Tampa Television Co. was filed as matter of right prior to its designation for hearing. Denial Jan. 9.

Taylor Radio & Television Corp., Wichita, Kan.—By order, Commission denied petition to enlarge issues in proceeding involving Taylor, Radio Station KFH Co. and Wichita Television Corp., each seeking vhf Ch. 3 at Wichita. Taylor wanted to include "its officers, directors and stockholders" after the word "applicants" in issue "To determine the legal, technical, financial and other qualifications of the applicants to construct and operate the proposed station" (Dockets 10261; BPCT-698, 946 and 961). Denial Jan. 9.

Caddo Bcstg. Co., Anadarko, Okla.—By order, Commission granted request for postponement of oral argument in proceeding involving its application and that of Lawton-Fort Sill Bcstg. Co., Lawton, Okla., for new AM stations (Dockets 9755 and 9756; BP-7665 and 7737). Oral argument rescheduled for Feb. 24. Order Jan. 9.

Port Arthur College and **Smith Radio Co., Port Arthur, Tex.**—By order, Commission granted petition of Chief, FCC Bcst. Bureau, for enlargement of issues in proceeding on applications of Port Arthur College and Smith Radio for new vhf Ch. 4 TV stations so as to require determination as to whether tower proposed by the college will adversely affect KPAC (AM) Port Arthur (Dockets 10285, 10352; BPCT-839 and 1013). Order Jan. 9.

Hearing Calender . . .

Hearings in Progress

Denver, Col.—New TV, vhf Ch. 4. Examiner James Cunningham.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Examiner Basil P. Cooper.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

January 19

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 8. Further hearing. Examiner Basil P. Cooper.

January 21

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

January 26

Theatre Television Service, allocation of frequencies (Docket 9552)—To be held before Commission en banc beginning 10 a.m. at U. S. Dept. of Commerce Auditorium, 14th St. between Constitution Ave. and E St. N.W., Washington.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 12

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

New Petitions . . .

January 9

WNBT (TV) New York and WNBW (TV) Washington (BPCT-1020, 14445; to increase power, Ch. 4)—By WLAN Lancaster, Pa., petition to (1) withhold action pending court appeal or (2) make conditional grants.

Atlantic City Bcstg. Co., Atlantic City, N. J., et al (Docket 10119, BP-8090; new AM 1490 kc)—By Garden State Bcstg. Co., Atlantic City, petition to reopen record to crroborate financial testimony of Albert Spiro, partner. Opposition filed Jan. 14 by Atlantic City Bcstg. Co.

KGBS Harlingen, Tex. (Docket 8836, BP-6350; change facilities, 850 kc)—By Metropolitan Television Co., new licensee KOA Denver, petition to substitute it for NBC, former KOA licensee, as party to proceeding.

WJR Detroit, Mich., et al (Docket 10268, BPCT-967; new TV, Flint, Mich., Ch. 12)—Petition by WJR to amend application.

January 12

Docket 10353, Spurious Emissions—Comments filed by W. R. G. Baker, Director, RTMA Engineering Dept.; KRON-TV San Francisco. (Deadline for comments, Jan. 12; replies, Jan. 26.)

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Docket 9552, Theatre TV Service—Comments by DuMont. (Deadline for filing lists of witnesses and outline of testimony, Jan. 12).

Lawrence A. Harvey, Los Angeles (new TV, Ch. 34)—Petition to dismiss competitive bid of Spanish International TV Inc. as defective.

WSTV Steubenville, Ohio, et al (BPCT-1049; new TV, Ch. 9)—Motion by WSTV for immediate action on its petition to require Storer Bestg. Co. to elect which TV bid at Miami or Wheeling it wishes to prosecute.

KDAL and WEBC Duluth, Minn. (Dockets 10289, 10290; new TV, Ch. 3)—Opposition by KDAL to petition of WEBC for postponement of hearing set Feb. 17. FCC Broadcasting Bureau filed opposition Jan. 13 to extension.

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KGKO Dallas (Docket 8714, BP-6309; new AM, 1480 kc)—WFAA-570 Dallas and WBAP-570 Fort Worth petition to designate for hearing application of KGKO for license because of "severe and destructive interference they are suffering from equipment test operation" of KGKO. Supplement filed Jan. 13.

January 13

Westinghouse Radio Stations Inc. (KEX), Portland, Ore., et al (Docket 9136, BPCT-494; new TV, Ch. 8)—Motion by Westinghouse pursuant to rule 1.821 for order that 42 depositions planned by North Pacific TV Inc. shall not be taken or that they be taken after conclusion of hearing set Jan. 26.

KWEM West Memphis, Ark. (Docket 10227, BML-1503; move main studio to Memphis, Tenn.)—Further petition for reconsideration and grant without hearing of application which FCC on June 25, 1952, designated for hearing.

Ozarks Bcstg. Co. (KWTO), Springfield, Mo. (Docket 8380; increase power, 560 kc)—Motion by Beaumont Bcstg. Co. (KFDM Beaumont, Tex.) to dismiss Jan. 6 "Petition to Issue Amended Decision Consistent with the Court of Appeals Decision Beaumont Bcstg. Corp. v. FCC (No. 10888, June 26, 1952)" on grounds petition does not show grounds for relief.

James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg., Fort Wayne, Ind. (BPCT-1400; new TV, Ch. 69)—Petition for prompt designation for hearing with competitive bid of Radio Fort Wayne (WANE) since delay is "entirely without fault of applicant" and since hearing already has been completed on Ch. 33 there.

Radio Wisconsin Inc. (WISC) and Badger Television Co. (WIBA), Madison, Wis. (BPCT-410, 1472; new TV, Ch. 3)—Motion by Radio Wisconsin to dismiss for lack of jurisdiction the petition of Dec. 29, 1952, by Badger requesting FCC to (1) dismiss application of Radio Wisconsin for Ch. 3 or (2) issue rule to Radio Wisconsin to show cause why it should not elect to dismiss its appeal in D. C. Court of Appeals or withdraw Ch. 3 bid.

Port Arthur College (KPAC) and Smith Radio Co., Port Arthur, Tex. (Dockets 10285, 10352; (BPCT-839), 1013; new TV, Ch. 4)—Petitions by Port Arthur College (1) to amend its application, (2) to oppose request of Smith Radio Co. for order to take depositions and (3) to reply to petition of Smith Radio Co. for review and reversal of hearing examiner order of Dec. 30, 1952, limiting depositions. FCC Broadcasting Bureau chief filed opposition to review request of Smith Radio and petitioned for continuance of hearing, set Jan. 25.

January 14

Mt. Mitchell Bcstrs., WMIT-FM Clingmans Peak, N. C.—Petition to amend Sec. 3.606 and add TV Ch. 18 at Burnsville, N. C., 10 mi. south.

Routine Roundup . . .

January 8 Decisions

BY COMMISSION EN BANC

Extension of Authority

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW and stations owned and operated by Canadian Bcstg. Corp. and stations licensed by the Canadian Minister of Transport, for period Feb. 28, 1953, to Feb. 28, 1954 (BFP-228).

Extension of Waiver

WTSF-FM Manchester, N. H., Granite State Bcstg. Co.—Granted extension of waiver of Sec. 3.265 of rules for period ending July 10, 1953, to permit operation of FM by remote control from site of WTSV, with same conditions as those of original grant.

ACTIONS ON MOTIONS

By Comr. Eugene H. Merrill

WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Granted petition for extension of time to Feb. 3, 1953, to file exceptions to initial decision in matter of application for mod. CP (Docket 10061) and that of WWHG Hornell, N. Y., for CP to change frequency, etc. (Docket 10060).

Sussex County Bcstrs., Newton, N. J.—Granted petition to amend application (Docket 10183, BP-8368) to specify 1360 kc 500 w D in lieu of 1230 kc 100 w unl.; application, as amended, removed from hearing docket.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc. and Stark Bcstg. Corp., Canton, Ohio—Granted joint petition for continuance of hearing from Jan. 12 to Feb. 18, 1953, in proceeding re applications for CPs for new TV stations (Dockets 10272, 10273).

By Hearing Examiner Benito Gaguine

WJR, The Goodwill Station Inc.; Trebit Corp., and W. S. Butterfield Theatres Inc., Flint, Mich.—Upon oral motion of counsel for all applicants re applications for CPs for new TV stations and with concurrence thereto by counsel for Commission's Broadcast Bureau, ordered that further hearing in proceeding be continued from Jan. 7 to Jan. 26, 1953.

January 8 Applications

ACCEPTED FOR FILING

Modification of CP

WLIT Linton, Ind., Henry C. Sanders and Norman Hall d/b as The Linton Bcstg. Co.—Mod. CP (BP-8304), which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6098).

Change Studio Location

WPTX Lexington Park, Md., Patuxent Radio Inc.—Mod. CP (BP-8200), as mod., which authorized new AM, to change studio location from 2.5 mi. SW of Patuxent Naval Air Test Center main gate on Maryland Hwy. #264, Lexington Park, to Dougherty Bldg., Great Mills Rd., Lexington Park, and change type trans. (BMP-6097).

Extension of Completion Date

KDEF Albuquerque, N. M., Frank Quinn—Mod. CP (BP-7759), as mod. which authorized new AM, for extension of completion date (BMP-6099).

Change Type Transmitter

WCHL Chapel Hill, N. C., Roland McClamroch Jr., Roy E. Fullen and L. T. Dark Jr. d/b as Village Bcstg. Co.—Mod. CP (BP-8052), which authorized new AM, to change type trans. (BMP-6096).

Renewal of License

Following stations request renewal of license: **KBOE Oskaloosa, Iowa,** Oskaloosa Bcstg. Co. (BR-2568); **KBOK Waterloo, Iowa,** Waterloo Bcstg. Co. (BR-1727).

Extension of Completion Date

WVAM-FM Altoona, Pa., The General Bcstg. Co.—Mod. CP (BPH-1743), which authorized new FM, for extension of completion date (BMPH-4805).

TENDERED FOR FILING

Increase Tower Height

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Mod. CP to increase height of south tower of DA and make changes in ant. system.

January 9 Applications

ACCEPTED FOR FILING

Change Studio Location

KOTN Brinkley, Ark., Universal Bcstg. Corp.—CP to change studio and trans. location from 505½ Main St., Pine Bluff, Ark., to site to be determined, Brinkley, Ark. (BP-8705).

Extension of Completion Date

WCAM Camden, N. J., City of Camden—Mod. CP (BP-6854), as mod., which authorized change in trans. location, for extension of completion date (BMP-6100).

Change Studio Location

KFDA Amarillo, Tex., Amarillo Bcstg. Co.—Mod. license to change studio location from 109 E. 5th St., Amarillo, to on N. Ong St. at SE intersection of N. Ong and W. Cherry Ave., 2.8 mi. N of city limits of Amarillo (BML-1533).

License Renewals

Following stations request renewal of license: **KRED-FM Eureka, Calif.**—Redwood Bcstg. Co. (BRH-330); **KRFM-FM Fresno, Calif.**—California Inland Bcstg. Co. (BRH-622); **WDBO-FM Orlando, Fla.**—Orlando Bcstg. Co. (BRH-701); **KSEI-FM Pocatello, Ida.**—Radio Services Corp. (BRH-55); **WXHR (FM) Cambridge, Mass.**—Middlesex Bcstg. Corp. (BRH-600); **WHDL-FM Allegheny, N. Y.**—WHDL Inc. (BRH-343); **WGPA-FM Bethlehem, Pa.**—The Bethlehem Globe Pub. Co. (BRH-154); **WPAM-FM Pottsville, Pa.**—Miners Bcstg. Service Inc. (BRH-240); **WGH-FM Newport News, Va.**—Hampton Roads Bcstg. Corp. (BRH-163); **WFLN (FM) Philadelphia**—Lawrence M. C. Smith tr/as Franklin Bcstg. Co. (BRH-470); **WTMA-FM Charleston, S. C.**—Atlantic Coast Bcstg. Co. (BRH-161); **WMBA-FM Martinsville, Va.**—Martinsville Bcstg. Co. (BRH-517); **KYSM-FM Mankato, Minn.**—Southern Minn. Supply Co. (BRH-144); **KJAM Vernal, N. Y.**—James C. Wallentine tr/as The Uintah Bcstg. Co. (BR-1415).

Modification of CP

KGKO Dallas, Tex., Lakewood Bcstg. Co.—Mod. CP (BP-6309), as mod., which authorized new AM, to change type trans. and specify studio location (BMP-6101).

January 13 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: **KWPC Muscatine, Iowa,** Charles A. Henderson, George J. Volger, Thelma Marie Volger d/b as Muscatine Bcstg. Co. (BR-1415); **KLCB Libby, Mont.,** Lincoln County Bcstrs. (BR-2721); **KIYI Shelby, Mont.,** Tri-County Radio Corp. (BR-1770); **KUSD Vermillion, S. D.,** U. of S. Dakota

(F[illegible]51); **WTOP-FM Washington**, WTOP Inc. (F[illegible]-109).

TENDERED FOR FILING

Replace Expired CP

[illegible]R Bartow, Fla., William Avera Wayne—C[illegible] replace expired CP (BP-8244) which au-t[illegible]d new AM to operate on 1460 kc, 1 kw-D.

January 13 Decisions

BY BROADCAST BUREAU

Change Studio Location

[illegible]A-TV Amarillo, Tex., Amarillo Bestg. Co. [illegible]ranted mod. CP to change studio location [illegible] be determined to designated address in A[illegible]lo (BMPCT-953).

[illegible]N Lexington Park, Md., Patuxent Radio [illegible]ranted mod. CP to change studio loca-t[illegible]d change type trans. (BMP-6097).

Change Type Transmitter

[illegible]KO Dallas, Tex., Lakewood Bestg. Co. Inc. [illegible]ted mod. CP to change type trans. and st[illegible] studio location; conditions (BMP-6101).

License Granted

W[illegible]AY Muscle Shoals, Ala., Muscle Shoals Bc[illegible] Corp.—Granted license covering change in tr[illegible] location (coordinates only), installation of new vertical ant. system, and redescription of tra[illegible] and studio location (BL-4853).

KHOA Honolulu, Hawaii, Island Bestg. Co.—Gr[illegible]ted license covering changes in ant. system (BL-4866).

Modification of CP

WRIS Roanoke, Va., Cy N. Bahakel—Granted mod. CP for approval of ant., trans. location, and change type trans.; condition (BMP-6075).

WCON Cornelia, Ga., Habersham Bestg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6076).

WBLE Batesville, Miss., Panola Bestg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6074).

Extension of Completion Date

WERH Hamilton, Ala., Marion County Bestg. Co.—Granted mod. CP to change type trans. and extend completion date to 8-8-53; condition (BMP-6090).

WAUG-FM Augusta, Ga., Garden City Bestg. Co.—Granted mod. CP for extension of completion date to 4-1-53 (BMPH-4804).

Request Granted

KHIT Lampasas, Tex.—Lampasas Bestg. Corp.—Granted request for waiver of sec. 3.71 to operate from 6:30 a.m. to 7:15 p.m. daily for period of 30 days or until action has been taken on application for transfer of control.

Modification of CP

WKIK Leonardtown, Md., Southern Maryland Bestrs. Inc.—Granted mod. CP to change type trans. and make changes in ant. system (BMP-6078).

Extension of Completion Date

WJEF-FM Grand Rapids, Mich., Fetzer Bestg. Co.—Granted mod. CP for extension of completion date to 6-27-53 (BMPH-4803).

January 14 Applications

ACCEPTED FOR FILING

Modification of CP

WJAN Spartansburg, S. C., James Cozby Byrd Jr.—Mod. CP (BP-7838), which authorized new AM, for approval of ant., trans. and studio location (BMP-6102).

Renewal of License

Following stations request renewal of license: KWLC Decorah, Iowa, Luther College (BR-520); WSTA Charlotte Amalie, Virgin Islands, William N. Greer (BR-2499).

Passed-Over TV Applications

FOLLOWING is list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issued Jan. 9 and Jan. 15):

Applicant	Location	Ch.	File No. (BPCT)
GROUP A			
Salinas Bestg. Corp.	Salinas-Monterey, Calif.	8	1222
Monterey Radio-TV Co.	Salinas-Monterey, Calif.	8	1225
News Journal Corp.	Daytona Beach, Fla.	2	1218
Telrad Inc.	Daytona Beach, Fla.	2	1219
Dixie Bestg. Co.	Jackson, Tenn.	9	1255
Sun Publishing Co.	Jackson, Tenn	9	1257
Rib Mountain, Inc.	Wausau, Wis.	7	767
WSAU Inc.	Wausau, Wis.	7	848
Wisconsin Valley TV Corp.	Wausau, Wis.	7	1379
GROUP B			
Milwaukee Bestg. Co.	Milwaukee, Wis.	12	472
Milwaukee Area Telecasting Corp.	Milwaukee, Wis.	12	Tend.
Bartell Broadcasters Inc.	Milwaukee, Wis.	19	784
Northwest TV Corp.	Milwaukee, Wis.	19	Tend.
Wisconsin Bestg. System, Inc.	Milwaukee, Wis.	25	377
WCAN-TV Inc.	Milwaukee, Wis.	25	Tend.
Cream City Bestg. Co.	Milwaukee, Wis.	31	1427
North Shore Bestg. Co. (Shorewood)	Milwaukee, Wis.	31	Tend.

Upcoming Events

Jan. 19-24: Board of directors, Canadian Assn. of Broadcasters, Ottawa.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 25: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 29: CBS-TV Workshop for ministers and lay associates, CBS-TV Grand Central Studios, New York.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and John Hopkins U., Baltimore.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 23-25: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics ninth annual conference, Hotel Sherman, Chicago.

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TV Blackmail

ONE OF the ugliest, most reprehensible blights to develop on the television allocations scene is that of the shake-down artist, who files a "strike" application for a facility to block the genuine applicant from getting an unopposed grant. Usually the application is filed a day or two prior to the expected action on the legitimate grant.

We have been informed of cases where there have been pay-offs to get the strike applicant off the back of the legitimate enterpriser. These pay-offs have been both in cash and in stock. That is black-mail, pure and simple.

The FCC is cognizant of these instances. But, informally, it contends that it is almost impossible to prove that an applicant is engaging in such tactics.

Somewhere along the line there must be the show-down. The FCC should have the courage to call a quick hearing, en banc, where it finds even a suspicion of a shake-down. The resultant publicity, in our judgment, should scare off these charlatans, and preserve for television broadcasters their good name.

We are disposed to suggest that thought be given to legislation which would require the posting of a substantial bond by TV applicants, to prove their good faith. Unless something is done to thwart these offenders we can expect a brand of TV racketeering that will make a mockery of the administrative processes, and put the 5 percenters to shame.

Retail Tale Retold

IN THE past fortnight radio and television broadcasters have been given some very sound advice on how to expand and improve use of those media by department stores.

In last week's issue was a report by Department Stores Study on six months' use of radio by Pomeroy's department store in Pottsville, Pa. The conclusions reached by this report were that radio can move merchandise more effectively than newspapers, but radio has refused to adjust itself to the peculiarities of big store advertising.

In this issue an article by Samuel H. Cuff, radio-TV consultant to Allied Stores, makes about the same points regarding television.

Both the Department Stores Study and Mr. Cuff suggest that the broadcast media ought to make allowances in their techniques of time selling for the "lots of advertising today and little or none tomorrow" formula that department stores have applied to their newspaper buying for so many years.

It is further suggested that neither broadcasters nor telecasters as a group have made serious efforts to educate themselves to the practices of department store advertising. A deplorable lack of understanding exists.

It seems to us that radio's growing reliance on the local advertiser as a basic source of income would demand that broadcasters do all possible to explore ways of exploiting the rich area of department store advertising. Telecasters at the moment may not be under the same compulsion to develop local accounts, but they will be as soon as new stations begin to eat into national business that pre-freeze stations have enjoyed.

Only the most short-sighted businessman would continue indefinitely to delay exploration of possibly the most rewarding source of income that a television or radio station could develop.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"What's the AFTRA scale when I go commercial?"

Political Spoils at the FCC?

AFTER A 20-year patronage drought, it isn't difficult to understand the desire of the Republicans to shake loose as many jobs as possible in official Washington. But in their zeal to run the opposition out of office and reward the loyal party workers, there are signs that they intend to use a meat-ax rather than a scalpel.

The reports are somewhat disquieting, at this stage, as they pertain to the FCC. There is the expressed attitude, for example, that the new chairman should be an "outsider" who will have no compunctions about terminating the tenures of staff-level people, to make way for the GOP newcomers.

We certainly agree that there are a good many FCC job holders who could be cut loose without disturbing the efficiency of the FCC. Quite a few of these patronage-office holders were "blanketed in" early in the first Roosevelt Administration, and given civil service status which they did not earn by merit or via competitive examinations. They can just as readily be "blanketed out" by the new administration.

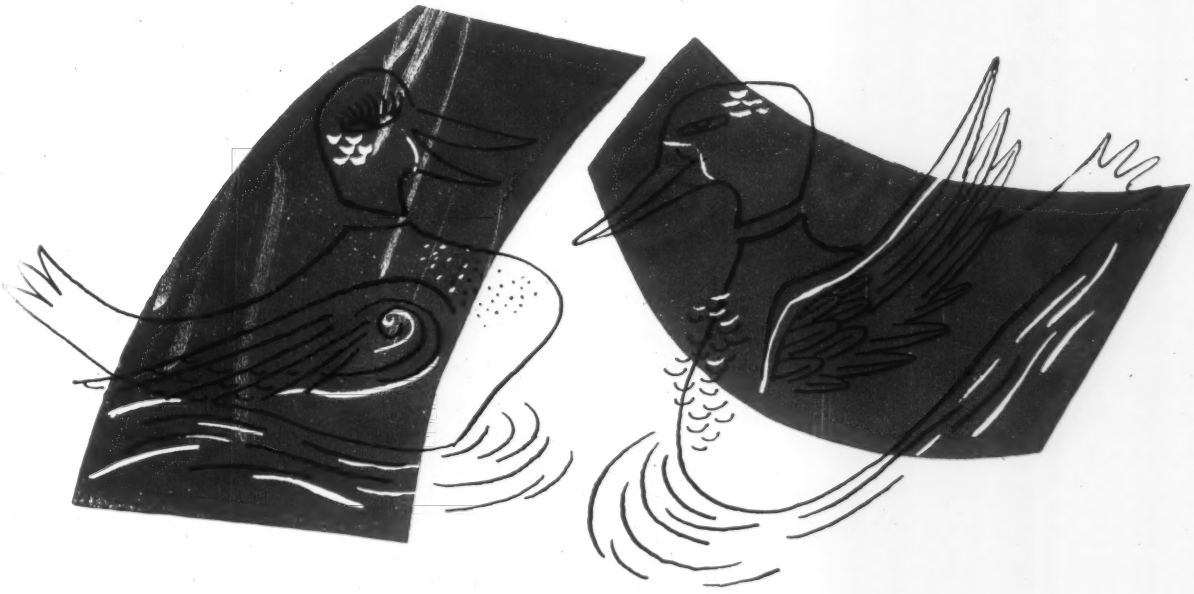
We do not contend that the FCC is a model of efficient independent agency operation. We have been among its foremost critics. But we disagree with the view expressed in some GOP quarters that it, as presently constituted, is the "worst" agency in Washington.

Communications is a highly complex field. It isn't essentially a political operation, although politics at times obviously have motivated certain of its actions. The rejoinder of the FCC last week to the letter from Attorney General McGranery on the ABC-United Paramount case, wherein Chairman Walker told off the Attorney General certainly didn't smack of politics. The case is pending before the FCC for decision and the record is closed, the FCC averred.

The FCC has on its staff many professional people who are in no wise identified with politics or with policy. Certainly they should not be uprooted. As a matter of fact, the Government would be hard put to find qualified replacements.

The Eisenhower Administration has the opportunity of changing the FCC's political complexion by making two new appointments to the Commission itself. There appear to be quite a few well-qualified Republican candidates for these posts. President Eisenhower can name a new chairman or designate one of the two new appointees to serve. We have favored the promotion of Vice Chairman Hyde to the Republican chairmanship.

We hope the new President will do with the FCC what he has done on the cabinet level. He has appointed the top-man for each department and pretty well left up to him the selection of his aides and his staff.



Darling, They're Playing Our Song

JOHN BECK had a problem of classic simplicity. He wanted to find out how to persuade grown men to imitate wild ducks.

John Beck sells athletic goods. WMT sells time. (Musical bridge here, "Mating Call of Athletic Goods Store for Eastern Iowa Radio Station.")

After locating a copywriter with mallard instincts, WMT went to work. The trick was turned with a recording of a duck call and some rather choice pintail prose. Beck's sold 288 duck calls, twice as many as they sold all last year, plus 288 decoys, plus 41 duck call records—all in four weeks, and before the season opened.

The entire project went off without a loose quack, except for one minor annoyance. We had neglected to say that our duck call was recorded, and, during the fourth week of the campaign, a rather nasty canvasback drake broke into Studio A demanding to meet "that girl with the lovely voice."

Moral: WMT reaches all the ducks and most of the people in Eastern Iowa.

WMT

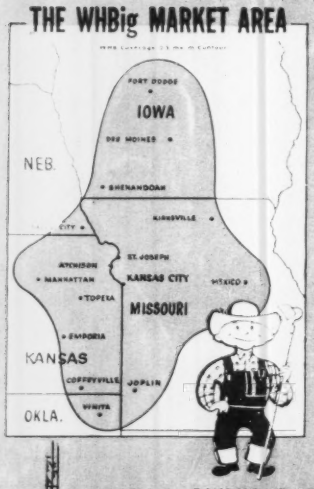
CEDAR RAPIDS

Represented by The Katz Agency • Basic CBS Network • 600 kc • 5,000 watts

XUM

The Swing is to WHB in Kansas City

THE WHBig MARKET AREA



KANSAS CITY'S OLDEST CALL LETTERS

1922
1953

WHB NEIGHBORIN' TIME

Advertisers who sell to the masses have been quick to ride herd with this dinner winner—2½ hours of noon-time Saddle Soap Opera from "Triangle D Ranch," the Cow Country Club . . . with music by Don Sullivan and his Western Band, and the country philosophy of Deb Dyer. Bruce Grant is master of ceremonies, assisted by his side-kick, Pokey Red. Al, Bud and Pete enliven the proceedings with their musical novelties and wisecracks. Charles Gray gives the AP and local news report at noon. Broadcast from 11:30 a.m. to 2 p.m. daily, *WHB Neighborin' Time* carries participating spots ("live" or minute transcriptions) and sponsored quarter-hours. Ask for availabilities quickly to get your share of results when the chuck wagon comes 'round!

DO YOU READ IT?

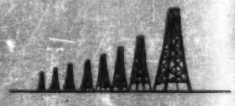
WHB's pocket-size magazine, sent free to advertisers, agencies, advertising and sales executives and time buyers. Request a copy on your letterhead.

"BIG SEVEN" BASKETBALL ★ K. C. "BLUES" BASEBALL ★ "BIG SEVEN" FOOTBALL *and Other Sports*

WHB's ace play-by-play sportscaster, Larry Ray, is now in the winter season of forty-seven basketball games, broadcast direct from the campii at Kansas State College, the University of Missouri, the University of Kansas and other "Big Seven" schools. April 16 he begins the baseball season, with 154 games of the Kansas City "Blues" (New York Yankee's No. 1 farm team) at home and away, sponsored by Muehlebach Beer. Next fall, ten "Big Seven" conference football games. And in between, golf, tennis, fishing and all other sports — included nightly on his 6:15 *Sports Round-Up*, sponsored by the Union Pacific and Broadway Motors (Ford). A few availabilities are still open — so get off the bench now if you want to team up with Larry to sell your product to the WHB*ig* Market's biggest sports audience!

WHB NIGHT CLUB OF THE AIR

The new name for "The Roch Ulmer Show," 11 p.m. to 1 a.m. And a new format! — presenting the best in recorded popular music, old and new — with Roch Ulmer and his six terrific dialects adding sparkle and humor! Available for participating sponsorship and spots. Saturdays and Sundays, guest M.C.'s, personalities in the dance band, entertainment and recording field — or prominent local citizens well-known as record collectors — bring their favorite "collector's item" records to the show and announce them.



CLUB 710—

With "Oil" Wells as Master of Ceremonies

His name is really *Earl* Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oil." Monday through Friday, from 2 p.m. to 4:45 p.m., "Oil" presents the latest popular records —and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" tunes of the week, as reported by *Billboard, Variety, Cash Box*, a poll of local record shops, and the WHB Concensus. A wonderful time-segment for participating announcements — "live" or minutes, transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oil" their newest records (never before heard on the air in Kansas City)—and present them personally for their "premiere" in the area.

WHB 10,000 WATTS IN KANSAS CITY

DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT